

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIII. NEW YORK, DECEMBER 20, 1905.

NO. 12.

Xmas Reflections

THE STAR LEAGUE dailies of Indiana carry in full the Xmas advertising and other store news from every prominent merchant in Indianapolis, Muncie and Terre Haute, Indiana, to One Hundred and Forty Thousand Homes.

40,000 FARM HOMES IN INDIANA

have the assistance of this same advertising to select their Xmas purchases.

60,000 Homes in 1,100 cities and towns outside of Indianapolis, Muncie and Terre Haute have been influenced by the Christmas store news to such an extent that many thousands have traveled (short distance by interurban and steam cars) to one of these cities to do all their Holiday shopping.

70 per cent of the Homes in Indianapolis, **98 per cent** of the Homes in Muncie, and **64 per cent** of the Homes in Terre Haute which receive one or the other of these newspapers daily, have demonstrated by their patronage of the local merchants that they read not only the daily news but the advertisements also.

How well your advertising in The Star League dailies will pay is simply a matter of copy.

A SUGGESTION: Place The Star League dailies at the head of your list for Indiana.

STAR PUBLISHING CO., - INDIANAPOLIS, INDIANA.

C. J. BILLSON, Tribune Building, New York, N. Y.
JOHN GLASS, - - Boyce Building, Chicago, Ill.

A SPECIAL SUBSCRIPTION OFFER

The annual subscription price to **PRINTERS' INK**, a Journal for Advertisers, is **Two Dollars** for one year, **One Dollar** for six months, payable in advance.

Following a custom of some years past, the Little Schoolmaster makes the following special subscription terms during the month of December, 1905:

Anyone sending within the time specified three annual, or three semi-annual, prepaid subscriptions to **PRINTERS' INK** will be considered a canvasser for the Little Schoolmaster. The canvasser may retain 50 per cent commission on all subscriptions secured. Present subscribers may extend their subscriptions under the above proposition, and are also entitled to the commission mentioned, provided they extend their subscriptions for at least three years.

Under the above arrangement, three dollars sent at one time will secure three annual subscriptions or six semi-annual subscriptions. Four dollars sent at one time secures four annual or eight semi-annual subscriptions, and so on.

This offer means a saving of one-half the yearly subscription price, and ought to be of value to all who are interested in reading **PRINTERS' INK**. It ought to be of particular value to publishers and wholesale houses which should like to put **PRINTERS' INK** into the hands of local advertisers or into the hands of retail merchants.

**THIS SPECIAL OFFER EXPIRES
ON DECEMBER 31, 1905.**

THE PRINTERS' INK PUBLISHING CO.

CHARLES J. ZINGG, Manager.

10 SPRUCE ST., NEW YORK CITY, November 29, 1905.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1895.

VOL. LIII.

NEW YORK, DECEMBER 20, 1905.

No. 12.

FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

FIFTY-FIRST PAPER—ONE MORE
WILL COMPLETE THE SERIES.

In the year 1900 I was led to secure a country home that should be within such easy reach of the office as would make it possible to go and come daily, should that seem desirable. Influenced by an advertisement in the *Evening Post* I went one day in early spring to look at a place, of some historic interest, that was announced to be for sale. The day was sunshiny, the buds were bursting into leaf; a little brook so glistened in the sun that I was impressed that this was the very spot I had in mind and that no other one would do: and it came about that I bought it, and went there to live. It was in a community of millionaires, and I was not a millionaire. I found that I minded the twenty odd miles travel, between house and office, more than I should have done when I was younger; and on the whole my new possession proved so much of an establishment, and cost so much to keep it going, that there never seemed to be any money left over for excursions, travel, amusements or charities. If we could afford to have this, and half a dozen other places, and to shut them all up and go away when we liked, this would be delightful, but to live here day in and day out, to the end of life, was a prospect with too much monotony in it for perfection. It was eventually decided that we must part with our acquisition, and as it was an advertisement

that had directed my attention to it I depended on another to bring me a buyer, and with this in mind, I prepared a description to be used to tell the story to interested inquirers. I reprint the wording of the leaflet here, partly as a specimen of an effective real estate advertisement of my own construction, and partly because the place advertised did for several years absorb a pretty large proportion of my thoughts and interests.

* * * WILLOW BROOK.

"On the banks of the Hudson, in a beautiful country."—*Washington Irving's Life and Letters*, Putnam, Vol. IV, p. 201.

Ten acres is the answer usually given to the inquiry as to the area of Willow Brook. It is not, in fact, quite so much; but is more than nine and a-half, and round figures make a shorter story.

The place is bounded on the south by Sunnyside Lane, on the west by a private road from the lane to extensive acres composing the former home of a one-time famous New York merchant; Moses H. Grinnell; but more recently known as the Banker place. This private road separates Willow Brook from historic Sunnyside, the home of Washington Irving, which reaches down to the Hudson River. The Banker place forms the northern boundary, the eastern side is marked by the Croton Aqueduct separating it from Shadow Brook, the beautiful residence of Mr. Henry Graves, Jr., which fills out the space to Broadway, as the high road between New York and Albany is known throughout its length.

All the places mentioned were once parts of a farm owned and occupied by Oscar, an older brother of Washington Irving, and the Willow Brook house was the home of Oscar before Sunnyside came into being.

"I am more and more in the notion of having that little cottage below Oscar's house."—*Extract from a letter written by Washington Irving to his sister in November, 1832. Life and Letters*, Putnam, Vol. III, p. 50.

"You have been told, no doubt, of a purchase I have made of ten acres, lying at the foot of Oscar's farm, on the river bank. It is a beautiful spot, capable of being made a little paradise."—*Life and Letters*, Putnam, Vol. III, p. 75.

It was at Willow Brook that Washington Irving lived while his house was building, and here he liked to come in his latest days, to eat a Sunday dinner with his nearest neighbor, in

the old familiar dining-room, as is well remembered by a son, still resident of Irvington, then a youth not yet in his teens.

Something more than fifty years ago Edward S. Jaffray acquired the Oscar Irving place and made of it a summer home. It was from the Hudson at the foot of Sunnyside Lane that Mr. Jaffray embarked and disembarked for daily trips to and from New York upon his steam yacht, being the first to set the fashion that afterwards became quite general among wealthy residents along the river's banks. It was in the middle of the last century that, by Mr. Jaffray's order, a landscape gardener marked out the sites where pretty little groups of luxurious foliage have stood and grown, until now the separate bunches of Spruce, Larch and Lindens are something to make glad a lover of trees; and single specimens of Sugar Maple, Tulip and Linden elicit admiring exclamations. A Copper Beech has a girth of nearly eight feet, two Cucumber trees (*Magnolias*) are of almost equal girth, there is one graceful specimen of the Kentucky Coffee tree; and, by the brook side and vicinity, Black Walnut and Butternut trees furnish food for a colony of squirrels that seem ever happy and prosperous. There are also notable Catalpas, Red Maples and numerous symmetrical Horse Chestnuts. Probably the number of trees on the Willow Brook estate is not fewer than six hundred, and chiefest among them is an English Cherry, still bearing good fruit, that measures more than sixteen feet in circumference, at the point just below where its branches spread. This tree must have been planted at a date preceding the American Revolution, by many years, and to the same period may probably be ascribed the tall Box borders that still divide the old-fashioned garden into parallelograms, although lapse of years and winter frosts have made sad gaps in their once solid walls of miniature foliage.

Those who care for such things note that a Wistaria vine, that covers the branches of several tall trees over-arching a roadway, has a circumference of more than two feet at a considerable distance from the ground, and a wild grape as long, and probably older, serves as a hand-rail for a log bridge across the brook and ascends a great Ash tree at an apparently impossible distance from its root stock.

A note recently taken of the size of some of the larger trees, at the point within seven feet from the ground where the girth of the bole was smallest, revealed circumference as follows:

Tulip.....	147 inches
English Cherry.....	129 "
Elm.....	129 "
Sugar Maple.....	114 "
Black Walnut.....	113 "
Catalpa.....	106 "
Willow.....	99 "
Chestnut.....	99 "
Horse Chestnut.....	95 "
Norway Spruce.....	91 "
Copper Beech.....	85 "
Cucumber.....	79 "
Sycamore.....	78 "
Linden.....	74 "
White Pine.....	71 "
Butternut.....	68 "
White Ash.....	55 "
Honey Locust.....	51 "
Sweet Birch.....	51 "
Dogwood.....	38 "
Wistaria Vine.....	36 "
Wild Grape.....	19 "

These do not exhaust the list and it would be difficult to find a spot that, in sunshiny October days, so fully exhibits the variety and gorgeous beauty of American autumn foliage.

The brook, with the log bridge mentioned, and with other bridges at other points, has given the names to Willow Brook and Shadow Brook and is the principal ornament of Sunnyside,

side, at which place it loses itself in the great river. The banks of the Hudson being hills of considerable magnitude, the little streams that come down abound in pretty cascades. The one now spoken of flows by Sunnyside Lane through the entire width of the Willow Brook estate and a more clean, flowery and attractive wooded ravine might not be easily discovered, nor could one who loves seclusion ask for a more effective screen than its foliage affords from the eyes of passers by. The brook has no dead water. Sometimes it is a torrent, but the rim of the ravine is ten times higher than the highest flood; and in severest winter drought there is still a crystal stream over the little rock-formed cascades that vary in fall from half a dozen inches to a large number of feet. In springtime great patches of blue violets hide the grass from sight by this brookside, and later the gray Stone Crop, the blue-eyed Gill-over-the-Ground and the so-called Yellow Strawberry furnish masses of pleasing color that give a charm to the ravine.

When Willow Brook changed hands about four years ago, for the only time in sixty years, the architect told the buyer he could build a new house for less money than it would cost to put the old one in as good condition as would be demanded. The answer was an expression of doubt about being brave enough to construct a new one on a plan that would be as pleasing and satisfactory as the old. At a later day, when the new possessor visited the just completed house of a friend, erected at barely half the cost of the repairs at Willow Brook, he thought that the architect had been right obtruded itself; but after mature deliberation, the conclusion was arrived at that the new house would not have been as satisfactory. Two hundred and fifty feet of a ten-foot piazza seems a good deal, but it is an invigorating reflection, when taking a constitutional walk in its glass-enclosed space on a winter day, that ten times around and ten times back make a mile.

A hall twelve feet wide, on every floor, extending the full width of the house, seems to furnish space for breath; and if two are engaged in an interesting conversation it is a comfort to walk up the wide stairway, side by side. A drawing-room 20x35, a dining-room 18x35, a library of a similar size, with five windows facing the South and West, all have advantages in their way. Five bath-rooms, with additional water-closets and wash-hand rooms, may not be needed every hour but they give a feeling of satisfaction to guests that makes them willing to come again. "I have never visited at nor been in a house where every room in it is as nice as it is here, and where I am so uniformly comfortable," was the comment of a visitor whose city house is worth a fortune and who has expended a quarter of a million in making a country place just what he would like to have it.

That the servants' rooms are by themselves, separate and apart from the rest of the house though conveniently approached, is not found a disadvantage; and, although small and compact, the fact that each may have a separate room, a hanging closet, neat and tidy, with bath and water-closet close at hand, may possibly do something to explain why servants who occupy them like to stay, like to show them to their friends and, if they have gone away, seem rather anxious to come back.

Although the house is lighted by electricity it is found that having a gas machine is at times a convenience and a reliance; for the gas range in the kitchen can be turned off when not in use, and when in use, in place of the coal range, it promotes coolness in summer and tends to make the cook good-natured and contented; and then the gas log in a bed-room on a frosty

(Continued on page 6.)

We printed
**One Million Three
Hundred Thousand**

copies of the 80-page
December LADIES'
HOME JOURNAL. The
edition was exhausted.
We print only the
number for which we
have an actual sale.
There are no returned
unsold copies, and no
free sample copies.

THE CURTIS PUBLISHING COMPANY
Philadelphia, Pa.

October morning, before the furnace is at work, is about as much of a comfort as it is to be able to get along without candles at the infrequent times when the wires are witched and, for an hour perhaps, neither the electric light nor the telephone service is doing duty.

Many persons have remarked the beauty of the Colonial mantels that surmount the fire-places in drawing-room, dining-room and library and speak of the prodigality of the three-foot sticks that make such attractive back logs. It seems almost like economy, however, to be able to burn the occasional tree that wind or age destroys and the fact that more of this sort of fuel is produced yearly than the fire-places will consume, is a circumstance that has weight in explaining why Willow Brook is even more attractive as a winter home than it is in summer. With a book, a cigar and an open fire in the library of a winter evening, a cold wind howling outside tends to make one contented and happy. Possibly the fire-places would not seem so all sufficing were not the temperature of halls and corners helped out by the soothing influence of the most efficient Lord & Burnham double boiler hot water system, that, encoined in the cellar and burning anthracite, gives the Willow Brook house as even a temperature as its owner has ever found in a home.

Those who see the stables at Willow Brook for the first time are led to expect great things in the way of horses, for there are stalls for more than a dozen; but the surplus room does not embarrass the coachman who has only a modest pair in his charge, and as for too much room in a carriage house, no one has ever heard of such a thing. It is surprising too how handy this extra room is found to be for storing hay, straw, wood, boxes, barrels and what not; and so long as the roofs are kept painted, it costs nothing to keep up buildings that are better and larger than actual needs demand. The great stable yard with its substantial stone walls on sides where buildings are not, and the cleanly coating of blue stone, is always an attractive spot.

The water supply at Willow Brook is that of the town of Tarrytown; and is ample and excellent; but, inasmuch as those who have a superior thing are bound to use it, the occupants of Willow Brook avail themselves largely of a notable spring that in severest drought never flows less than twenty gallons to the minute of a delicious table water. The Sunnyside place has a sister spring of which Washington Irving speaks lovingly in the first chapter of *Wolfert's Roost*. He called his place *Wolfert's Roost* before the prettier one of Sunnyside recommended itself to him. He says:

"Each stream that flows down from the hills of the Hudson had its pretty sachem who had his seat of government at its mouth. The chieftain who ruled here was not merely a great warrior, but a medicine man or prophet or conjurer, for they all mean the same thing in Indian parlance. Of his wizard powers we have a token in the spring which wells up at the foot of the bank which, it is said, was gifted by him with rejuvenating powers, something like the renowned Fountain of Youth in the Florida, so anxiously sought after by the veteran Ponce de Leon. This story, however, is contradicted by an old Dutch matter-of-fact tradition which declared that the spring was smuggled over from Holland in a churn by the wife of one of the first settlers, and that she took it up by night, unknown to her husband, from beside their farm house, near Rotterdam, being sure she would find no water equal to it in the new country—and she was right."

—*Wolfert's Roost*, Putnam, 1864, p. 16.

In connection with water there comes always the less attractive subject of sewage. Imperfect sewage is the bane of many a country place and in times past Willow Brook has not

escaped the need of creating and caring for adequate cesspools; but that has happily been done away with since the corporations of Tarrytown and Irvington have constructed an efficient sewer down from Sunnyside Lane, carrying to the Hudson River, down an incline of possibly two hundred feet, every bit of waste and fluid filth from house, stable or gardener's cottage. This is a matter of enormous importance, but one often lost sight of by those who seek a country home. Everybody knows that where the drainage is perfect there are no mosquitoes. There are no mosquitoes at Willow Brook.

One of the most charming features about Willow Brook is the great number of birds. To look out on the lawn and count fifty Robins is not an experience difficult to compass. No bird beside the Robin is more persistent in his visits than the Wood Thrush; and, strange as it may seem, he is even the more domesticated of the two. He builds his nest so low down that it may be looked into and is not worried by the proximity of humans who come near in pursuance of work or play. The first morning his musical note announces his arrival is a joyous event in spring. Then there is the Wren, smallest of the feathered visitors excepting the Humming Bird, but what a song he has. It is perhaps the sparkling of the brook that secures his presence, for scarcely any other bird is so attracted by running water; but when a box with a hole in it is mounted on the piazza cornice, he loses little time in making a home of it; and how he will strain his throat with song as he swings on a string that controls the piazza awnings. It is pleasant to put out pieces of twine and thread or yarns in the hope that the Oriole will use them for his hanging nest, and, if a great branch of a Maple concludes to die this year, there is a possibility that a Yellow Winged Flicker will find its wood soft enough next spring to permit him to hollow it out and raise a family in the space he excavates. The Song Sparrow seems to find a good perching place in the pear tree, and pours out his soul in the sunshine; and in winter the Nut Hatch walks head downward on the trees and lets it be known that he is alive by a note that, to state it mildly, is much too big for him. The Scarlet Tanager, if he does not come often, is conspicuous while he is in sight and little Red Starts actually appear in dozens now and then. These small visitors, always cheerful and always young, do not add taxable value to real estate but the place where they are is worth ever so much more than the other one where they are not. Although plentiful on Broadway, the English Sparrow does not come to Willow Brook. He likes city life or village society and Willow Brook, although scarcely an hour from Wall Street, is too much like the Adirondacks to suit his taste. And yet the butcher, the baker, the candlestick maker come almost too often and even respond promptly to a hurry order by telephone for an item forgotten in the morning.

The architect who overhauled the house not long ago, as a circumstance having a bearing on the fact that the expense had exceeded double his estimate, mentioned that the plumbing was absolutely new and the most expensive he had ever been permitted to put into a house, and that the heating apparatus had cost more than the entire outlay sometimes appropriated to construct a very considerable country home. As both appeared to be of good quality and to accomplish the work expected, the explanation was thought plausible if not satisfactory.

When it was noted that the roads and paths generally escaped damage from washouts so common after a storm in towns along the Hudson, the contractor who put them in order, a

(Continued on page 8.)

GREETINGS To the Trade

**The Indianapolis News
The Minneapolis Journal
The Montreal Star
The Washington Star
The Baltimore News**

take this occasion to
extend their greet-
ings to the general
advertisers and ad-
vertising agents of the
country, and present
best wishes for a pros-
perous New Year.

SPECIAL REPRESENTATIVES:

DAN A. CARROLL, Tribune Building, New York.

W. Y. PERRY, Tribune Building, Chicago.

few years ago, explained that the paved gutters were of themselves pretty good and durable but were underdrained with pipes of sufficient size to carry off the overflow at numerous taps and that, under such conditions, no serious washouts could take place, and with a light dressing of blue stone and then, the roads ought to be permanent and enduring.

The view of the Tappan Zee, over the trees of Sunnyside, is pretty and looks better from the windows of the upper rooms. That tower-like structure to the North, just beyond the Banker place, is Lyndhurst, the home of Miss Helen Gould, of whom it may be said that Irvington has no citizen so much beloved.

Irvington is 23 miles from New York and the fastest Hudson River trains consume 40 minutes in reaching it. To climb the main street, going north on Broadway, taking Sunnyside Lane (the first turning to the West) uses up 15 minutes more before Willow Brook is reached. The distance from the station must be fully a mile, but people who like short cuts, find satisfaction in a walk down Sunnyside Lane to the railroad track. It was by this route that Washington Irving frequently returned to Sunnyside after visits to the metropolis, walking the few hundred yards of cinder path that intervened between his loved retreat and the railroad station, the name of which had, in 1845 been changed from Dearman to Irvington.

"Yesterday I alighted at the station within ten minutes' walk of home. The walk was along the railroad, in full sight of the house."—*Irving's Life and Letters*, Putnam, Vol. IV, p. 135.

To those who love the country and the life out of doors, Willow Brook exhibits many scenes of enchantment. In the days of spring the ever-recurring miracle of swelling buds and opening leaves; the dotted veils of the spice bush; the white sprays of the Dogwood; the great masses of crimson that envelop the Maple and the delicately gorgeous beauty of the Wistaria; all of these equaled, if not excelled, some winter mornings, when every twig may be surmounted by a lacework of snow, or encased in glittering ice, brilliant in the early sunrise to a degree that is beyond belief.

For a summer home it is all that need be desired; but in winter, to quote quaint Izaak Walton, it is "too good for any but a very honest man."

* * *

Any one who has taken the pains to read the entire specimen of a real estate advertisement, constructed by the writer—if there be any such—may be further interested in knowing that the story was so effective—or that chance so ordered—that the very first man who ever saw and read the leaflet, became the purchaser of the place. It should be still more interesting, to be assured, that the new owner is widely known as precisely the sort of man, that, as indicated in the last paragraph, the place is not too good for.

A STORE that advertises secures the means with which to buy latest styles and best goods. Thus merit and advertising are twin sisters.—*Washington Star*.

DAY BY DAY

Year In and Year Out

Every day of the year a statement of the circulation of THE CHICAGO RECORD-HERALD for each day of the previous month is printed on the editorial page.

No other Chicago morning paper prints this constant record.

CIRCULATION FROM JANUARY 1
TO JUNE 30, 1905:

Average per day, 148,529

Average Sunday, 202,738

THE CHICAGO
RECORD-HERALD

A Rare Opportunity for a

Salesman or Solicitor.

One of the prominent, well-established New York advertising agencies needs another man in its soliciting department. No "hot air" artist can hope to secure the position, but an honest, earnest man in the thirties, who has learned to bring in orders or signed contracts, will be given three months' trial, with every opportunity to make good. Fair salary during the experimental period.

This might be a good chance for a travelling salesman, or life insurance solicitor, or advertising man on a country daily, to enter the advertising agency field. The man who can fill the place will have a permanent position and a salary that will satisfy him.

In writing, tell your entire history, give references and send photograph.

Address "DOWNTOWN," care Printers' Ink.

BUILDING UP THE DES MOINES "CAPITAL."

A GOOD NEWSPAPER THAT WAS LOSING MONEY BECAUSE IT HAD NO ONE IN THE BOX OFFICE—HOW A BUSINESS MANAGER WAS OBTAINED AND HOW HE MADE THE "CAPITAL" THE MOST PROSPEROUS NEWSPAPER IN IOWA—A RECONSTRUCTION THAT INVOLVED ONLY A MODERATE OUTLAY AND HARDLY ANY INCREASE OF EXPENSES.

Until five years ago the Des Moines *Evening Capital*, while one of the most influential newspapers in the Middle West, stood third in advertising and circulation in its own community—which was pretty much the same as standing last. Furthermore, while an eminently able and powerful newspaper on the editorial side, it was in debt and losing money. The *Capital* had long had a good stage manager, but it seemed that by no hook or crook could it inveigle an equally competent man into its box office. The stage manager of the Des Moines *Capital* was Lafayette Young, for sixteen years its publisher. Mr. Young is a man whose talent has made his paper what it is editorially, and whose prestige and activity in Iowa politics, and personality as a speaker and leader, has made it a journal implicitly trusted by the Republicans in the State that gave the eighth largest Republican vote in 1904. But Mr. Young is, first, essentially an editor, and has been too much occupied with political and other affairs, in the second place, to give his paper the attention it needed on its business side. Eight years ago he originated the notable "bargain day" plan of getting subscriptions that had given the *Capital* a wide mail circulation throughout Iowa. But locally his paper was the tail-ender, both in advertising and circulation, because very little had been done to build it up locally. Good editorial men gathered around him in plenty, but not a good man to take charge of the box office.

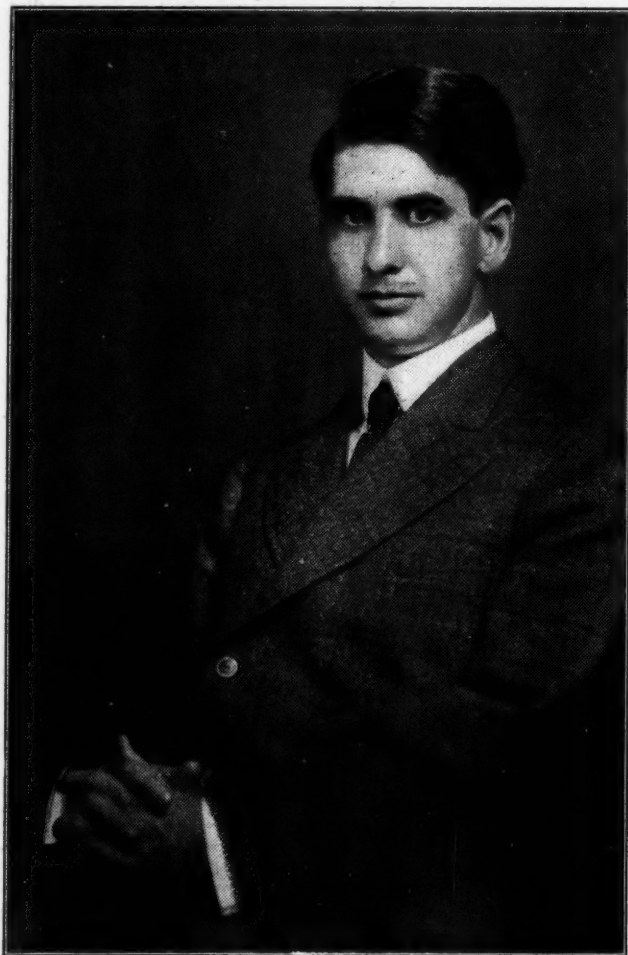
In June, 1901, though, the *Capital* got a box office man. The

way it got him was by raising and educating him. He was Lafayette Young, Jr., just out of the Iowa Law School, after a course in the University of Michigan, and he gave up a contemplated legal career to take hold of the *Capital's* business management. Outside of the fact that a situation was there to be met, he had no knowledge of newspaper affairs, but on the 13th of that month he took charge, and in four and a half years has succeeded in putting the *Capital* not only on a paying basis, but in making it the first journal in Des Moines in point of advertising and circulation, and the most prosperous newspaper in Iowa. His success, indeed, has been so noteworthy that a good many publishers throughout the country, and especially those with newspapers in the smaller cities, have written to find out how he did it. Not long ago Mr. Young was in New York, and the occasion was seized to find out the same thing on behalf of PRINTERS' INK.

Reconstruction of a newspaper is ordinarily associated with liberal expenditures for advertising and promotion work, and often an increase of expenses in the editorial department. The most significant fact about the Des Moines *Capital's* reconstruction is that it was accomplished with hardly any increased expense.

"Publishers are nearly always willing to spend a great deal of money this year, when it is available, on the chance that next year it will come back," said Mr. Young. "But I set out to make money the first year with the intention to spend some of it the following year if there was need. To begin with, we had an excellent commodity in the *Capital*—a thorough-going daily paper valued by everybody who read it, and all that could be desired editorially. No additional expenditure could have made a better journal, and we had father's reputation in Iowa to back us. The thing to do, therefore, was to find some way of leading people to buy a good thing. The *Capital* had long been located in East Des Moines, where it had built up a good pat-

ronage among local merchants. and now have more of it than But it was hurt by the fact that it ever. Then, our only competitor had not a central location. Father in the afternoon field was sold at knew this, but had always hesi- one cent, while our price was two. tated to move the office for fear In the minds of most people there that his East Des Moines patron- is an enormous difference between



MR. LAFAYETTE YOUNG, JR.

age would be lost. I thought a one cent and two when buying a central location indispensable, so newspaper. Two cents isn't much one of the first things was a move. more than one, but people seem It didn't hurt a bit, for we held to reason that two cents is just our East Des Moines advertising, twice as much as one, and the

higher price is a real obstacle to selling your sheet. We had no street sales to speak of, and Des Moines had not yet contracted the habit of buying newspapers on the street. The next move was to cut the price to one cent. This is something, I find through inquiries made of us, that many newspaper publishers would like to do, yet hesitate over for months and finally forego because the drop in revenue seems so great. But it was our experience that the decrease in revenue is not a serious element provided measures are taken to make the most of the reduction in attracting new readers to the paper. We partly offset it by an increase in advertising rates, which had no harmful effect on income from this source. Then five salaried street hustlers were imported from Chicago to organize our street sales. These men were gifted with voices that could be heard quite some distance. We dressed them in white duck, so that they could also be seen. They were not expensive, drawing salaries of about \$15 a week apiece. Trained in street work, they not only sold papers, but organized a staff of newsboys who covered the town. The city street hustler is a real force in such operations, for the boys in a small city soon learn from him business-like ways of selling and delivering. He keeps the boys together and molds them into an efficient corps by means of outings, picnics, small presents, etc. The newsboy isn't so much a matter of expense as of human methods. Money won't get him and keep him so easily as making the work interesting. With a street force organized, we had to have something for it to sell. The *Capital's* late afternoon edition gave only an hour or so for street operations, so we started a noon edition, and this has been one of the most helpful things in building up circulation. A noon edition not only sells well of itself but teaches people to buy the paper on the street and, by arousing an early interest in the news, acts as a direct feeder for the late edition. Some publishers in small cities have asked what we

found to put in the early edition, and seem to think that there is nothing worth printing that has not been covered by the morning papers. But when you stop to think that the morning papers go to press nearly ten hours earlier than a noon edition, and that a city like Des Moines has nearly two hours' advantage over New York in point of time (west of the Rockies they have from three to four hours) this question seems to answer itself.

"Our price reduction was made in August, 1902. Simultaneously with the organization of a street force we sent eighteen solicitors canvassing through the residence districts for subscribers to be served by boys. For a month we owned the town, and in two months our city circulation was doubled. And none of this circulation has ever been lost. To-day the street sales of our noon edition exceed 1,200 daily. Our circulation growth the past six years is shown in these figures—the daily average for each year:

1900	13,130
1901	17,737
1902	24,081
1903	31,055
1904	35,338
1905 (to months)	39,034

"During this period our advertising rates have been increased many times. Few changes were made in the advertising department, and practically no increase was made in expenses. But we became more active in soliciting local business, and our advertising receipts have been run up from \$40,000 to \$140,000. About \$50,000 of this is foreign business, of which we carried little before. We had never had anything more than a commission representation in the foreign field, but now we have a special agent in New York, and one in Chicago. Foreign advertising has come to us as fast as we could convince general advertisers that the Chicago papers do not cover Iowa. It is a persistent fallacy that when the Chicago papers are used a general advertiser need not go into the dailies in a city like Des Moines, but we have had no trouble in correcting this notion by means of figures. Take

the *Chicago Tribune*, for example, which admits a daily circulation of about 140,000, and also states that 90,000 of this goes into Chicago itself. That leaves 50,000 copies to cover a territory embracing Illinois, Wisconsin, Indiana and Iowa, with a combined population of over twelve million people. I'll venture to say that New York City gets more copies of the *Chicago Tribune* than Des Moines, except on Sundays, and the same is true of all other Chicago papers. The local newspaper, even if it is weak on general news, always covers its community more thoroughly than any city dailies can, even if it isn't actively pushed. It has also the advantage of price, and this is so important that if the *Chicago Tribune* were published in Des Moines at two cents and the *Capital* at one, the latter would be taken in preference to the larger paper. Then, the local newspaper has the advantage of a more complete delivery system, which is so great a factor that a poor paper adequately served to the people has a distinct advantage over the better paper poorly served. Since the establishment of rural routes and the increased demand for city dailies the latter have greatly extended their country circulations, and their publishers have said much about the growth in influence. And it is true that the city daily covers a remarkably wide territory compared with what it covered a few years ago. But general advertisers have placed entirely too much dependence on this rural circulation of city dailies, not realizing how thinly it covers. Those who are more far-seeing are coming back to the local papers. The importance of Des Moines as the capital of a State with 2,500,000 population, having hardly any important cities, with Chicago 350 miles away, Kansas City and St. Louis more than 200 miles, Minneapolis and St. Paul 300 miles, ought to be obvious. Iowa is a State in which there is never a complete crop failure, and which has few large industries to breed labor and other industrial disturbances. On this account, a

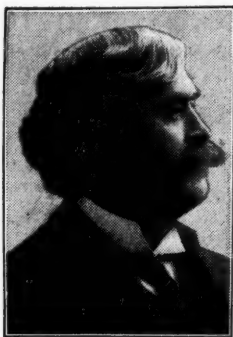
market once secured in Iowa is more stable than a market secured in almost any large city, for strikes cannot destroy it, poverty won't affect it, and even hard times are more or less impotent against it because during a financial stringency the farmers of Iowa still grow crops and have money. These are facts that we have used to secure general advertising, and there are hundreds of papers in smaller centers with arguments as good.

"In four years our work of subscription canvassing in Des Moines has never slackened. Much has been made of special editions which we issue several times a year. These are not special editions for the sake of booming, but based on some real purpose. On the fiftieth anniversary of Iowa's admission to the Union we got out an anniversary edition, and a little later a prosperity edition. Every year we issue a special devoted to the work of the Des Moines Commercial Club, giving our profits to the work of that organization in promoting Des Moines. Another important special is our yearly insurance edition—Des Moines probably has more life and fire insurance companies than any other city except New York, and our advertising patronage for this special is large. I might say, too, that while the *Capital* is an aggressive newspaper in local affairs, giving a great deal of attention to the people of Des Moines, we never make any larger paper on Saturday night in the effort to cover the Sunday paper's field. We have no Sunday edition as yet. The time is not ripe for it. On Sundays the Chicago papers are real competitors. I should say that about 5,000 Chicago papers of all kinds are sold in Des Moines on that day.

"One very interesting line of advertising we carry is a weekly combination of land and immigration announcements of towns down in Oklahoma, Kansas, Arkansas and the Southwest. This is published on a plan originated by the *Minneapolis Journal*, and appears in that paper, the *Capital* the weekly issue of the Chicago

(Continued on page 14.)

Only One Unspoiled Field Left for the Advertiser.



JAMES M. PIERCE.

The urban populations of the United States have been plied with advertising until they are no longer susceptible to its influence. Newspaper, billboard, street car, circular and scheme advertising have dulled the perceptive faculties of city people until nothing but huge spaces and sensational announcements, or "free distributions," attract their attention, and even these retain their hold on the public for a few hours or days at most.

There is only one unspoiled field left for the advertiser—the agricultural and rural—where life is still fresh, and no one is surfeited with highly seasoned intellectual foods.

Fortunately this virgin field is the richest of all. The farmer's wealth is almost incalculable. Here are the government's figures on the commodities named for 1905:

	Production.	Value per bu. etc.	Total value.
Wheat, - -	712,000,000 bushels	\$0.80	\$569,600,000
Corn, - - -	2,650,000,000	.40	1,060,000,000
Potatoes, -	260,000,000	.60	156,000,000
Oats, - - -	920,000,000	.25	230,000,000
Barley, - -	145,000,000	.60	87,000,000
Rye, - - -	30,000,000	.55	16,500,000
Hay, - - -	64,500,000 tons	8.25	156,000,000
Cotton, - -	10,740,000 bales	50.00	537,000,000
Cattle, - -	56,000,000 head	50.00	2,800,000,000
Hogs, - - -	48,000,000 head	13.50	648,000,000
Total, - - -	- - -	-	\$6,636,225,000
Increase over 1904, - - -	- - -	-	1,301,225,000

The PIERCE PUBLICATIONS—five great agricultural and rural weeklies and monthlies—cover the States of Iowa, Illinois, Wisconsin, Nebraska, South Dakota, Missouri, Kansas, Oklahoma and surrounding territory, with over a quarter of a million total circulation. They are the best mediums in the best territory in the one Great Unworked Field of Advertising.

The Pierce Publications are the IOWA HOMESTEAD, Des Moines, Iowa, the foremost agricultural weekly in the world, with over 75,000 total circulation and over 50,000 in Iowa alone; the weekly FARMER AND STOCKMAN, Kansas City, Mo., 35,000 circulation; the FARM GAZETTE, Des Moines, Iowa, a beautiful monthly magazine, with 50,000 circulation; the HOMEMAHER, Des Moines, Iowa, a monthly for farmers' wives, 100,000 circulation; and the weekly WISCONSIN FARMER, Madison, Wis. Space in the entire list \$1 a line flat.

Inter Ocean, the *Indianapolis News* and the *Cincinnati Enquirer*. It is secured by solicitors who travel through the Southwest interesting promotion committees and town officials, and on the combination plan gives a wide advertisement to a town's advantages at a very reasonable rate—most of the advertisers contract for a series of twelve to twenty ads.

"Classified advertising has been built up in the *Capital* by hard work and premiums. We send out solicitors, call people up by telephone, give cheap books and other trifles, and have succeeded in getting over a page of this advertising in a town of 75,000 people. Next to soliciting and premiums, the most effective agent in this work has been our use of display advertising in our own paper, on the news pages, directing readers' attention to the classified. Every day on the first page we print an ad of this sort in red, and because people were thus interested in the want ads, and read them, and made them pay, we have had a great increase of patronage.

"Growth has compelled us to install a new mechanical equipment. The *Capital* now has the finest press in Iowa—a Hoe quad of thirty-two page capacity. This year our circulation will pass the 40,000 mark, for the increase that will come with our bargain day is bound to carry us up to that figure. The *Capital's* bargain day has attracted national attention among publishers. Father described it in detail in *PRINTERS' INK* for January 11, 1905. December 28, the day selected, is the anniversary of Iowa's admission to the Union, and our yearly subscription price to mail subscribers is cut from \$3 to \$2 for that day only. This year bargain day lasts a week—from December 21 to 28. It is our eighth event of this sort. On the bargain days of 1904, 1903 and 1902 the *Capital* netted not less than 5,000 new subscribers, and though there is naturally a considerable loss of old subscribers at this period each year, we always have a big increase."

**Everybody's
Magazine**

Will Lead the

Automobile

Procession in 1906.

More than 140 pages
of automobile advertising
have already been definitely
scheduled.

Why? Let the advertiser
himself answer the question:

"Of 60 replies
to my December
advertising, from all sources,
to date—31 are credited to
Everybody's Magazine."

"Inquiries in November,"
say the
Winton Motor Carriage Co.,
"cost us from \$7.59 each to
\$34.69. The first named
figure is Everybody's."

**Automobilists are
Good Spenders**

ROBERT FROTHINGHAM

Everybody's Magazine Advertising Manager

NOTE.—The threatened Printers' Strike makes it necessary to request final instructions on February and March copy by December 23d.

ONE SINNER REPENTS.

Once in a while rumor reaches the ears of the editor of Rowell's American Newspaper Directory that some publisher of a religious paper thinks he is not receiving justice at the Directory office. This despite the assertion, often repeated, that the publisher of a paper absolutely controls the circulation rating of his paper and can have his own figures appear in the Directory, providing he takes the time to submit a statement in detail for one year. This fact has been made quite clear so often that advertisers fully realize that a publisher who doesn't make an annual statement is trying to hide something, more than likely. Consequently advertisers place more confidence in the letter ratings found in the book than they do in circulation *claims* made outside of the Directory by publishers—even by those of religious papers.

Of all the publishers in the country, the men who control denominational religious papers are perhaps the most reticent in regard to the number of copies they print. There are one hundred and fourteen Methodist papers listed in the Directory, and most of these are published in the interests of the Methodist Episcopal Church, which has 5,000,000 or more adherents and is the strongest Protestant body in the country. And yet there were but four Methodist Episcopal papers which submitted satisfactory statements for the 1905 Directory. Two of these are published quarterly, one at a price of fifteen cents a year, while the other costs fifty cents annually. One is forced to conclude that many of the publishers who do not submit statements are more than satisfied with the letter ratings which are accorded them, and which denote that they cannot or will not give the figures which an advertiser is entitled to know.

The New York *Christian Advocate* ranks as the leading Methodist weekly of the country. It is ably edited and widely quoted. It compares very favorably with the *Churchman* and the *Congrega-*

tionalist. The 1905 edition of the Directory contained the following description of the *Advocate*:

CHRISTIAN ADVOCATE, Thursdays; methodist-episcopal; forty-eight pages 9x12 1/2; subscription \$2.00; established 1828; Rev. James M. Buckley, D.D., editor; Eaton & Maines, publishers. Office, 180 Fifth ave. (6-9). Circulation: Rating varied from 32,634 in 1891 to C in 1895. Actual average for 1896, 40,764. In 1897, Y. Actual average for a year ending with October, 1898, 45,559. In 1899, Y.B. Actual average for 1900, 42,363; for a year ending with June, 1901, 42,413. In 1902, Y.B. In 1903, Y.C. In 1904, Y.C.

The meaning of the letter ratings found in this description are given below:

B.—Circulation exceeding.....40,000
C.—Circulation exceeding.....20,000

A **Y** rating signifies that no recent circulation statement has been furnished from the office of the paper, and a consequent probability that the last circulation rating accorded to it may be higher than a new statement would warrant.

In June of this year a letter was received from the *Christian Advocate* stating that during the past twenty years the circulation had not been lower than 40,000. A detailed circulation statement was enclosed showing an average for a year ending with June of 45,223. If similar statements had been received for 1903 and 1904 the paper would not have had a "C" rating in those years.

The *Christian Advocate* is here given as an example for other papers to follow. Advertisers are more apt to believe publishers' figures if they appear in Rowell's American Newspaper Directory than if they do not appear there. Deplorable though it may seem to some publishers of religious papers, it must be given as a fact that the same rules apply to them which apply to other publishers.

The *Christian Advocate* should feel extremely proud of its circulation. It should lose no opportunity to make the figures known. It certainly does not belong to the denominational papers which are losing ground, although its silence during the last two years furnished some cause for believing otherwise. If there are other religious papers which think enough of their circulation figures to make them public, they may rest assured that advertisers will place almost implicit belief in the figures, if they appear in the next Directory.

THE OLDEST PROPRIETARY IN THE WORLD.

Haarlem Oil is a remedy that almost disproves the theory that the sales of a proprietary depend on advertising. For while nobody in the United States had ever seen an advertisement of Haarlem Oil until recently, and it is hardly advertised at all in other countries, there are annual sales of millions of bottles of the preparation all over the world. Its manufacturers in Haarlem, a city of Holland that has been a flourishing commercial center from the twelfth century, now make 40,000,000 bottles a year, it is said,



and the output of the genuine is insignificant in comparison with the imitation. Practically every druggist in the United States has his own preparation of Haarlem Oil, and ten bottles of substitute are sold to one of the genuine.

Genuine Haarlem Oil has been made in Holland since the year 1672, when it was discovered by a Dutch physician named Claas Tilly. For 233 years it has been manufactured by his descendants, the present member of the family being C. de Koning Tilly. The little black bottles containing the preparation are put up strangely, no corks being used, but a piece of raw hide tied around the neck that serves the same purpose. It is sold in this country for twenty-five cents a bottle, while a wide sale in the imitation has been built up on the basis of ten cents.

Of its formula, perhaps the least said the better—it is a family secret and heirloom. Haarlem Oil is a survival of the middle ages that ought to be extremely interesting to the antiquarian. But

of the widespread belief of millions of people in its virtues there can be no reasonable doubt. Known popularly as "Dutch Drops," it is valued as a diuretic, and really has a specific action as such. But those who purchase the preparation seem to have an almost superstitious faith in its power to ward off contagious diseases, and it is said that by far the greater proportion of sales are made, not to people who need a diuretic or any other form of medicine, but who wish to take out a sort of blanket health insurance. A curious circular comes around every bottle of the genuine remedy. Headed by the arms of the Tilly family, it rehearses the virtues of Haarlem Oil in phraseology of two hundred years ago. The typography of the circular leads one to believe that this piece of literature was composed at least a century ago, and while in one place, as a guarantee of good faith, the reader is urged to visit two invalids in the city of Haarlem, Adolp Corneliz Jonkhout and Abraham van Neer, who were miraculously cured of dire ailments by the remedy, there is no doubt that both of these burghers have been dead lo! these many years, in spite of Haarlem Oil. Thackeray mentions Haarlem Oil, and it is said the first settlers in America brought it with them. Furthermore, it is stated that Lewis and Clark never started on an expedition without it, and that it has been carried all over the world by explorers and missionaries. It is supposed to be good for the kidneys, bladder, stomach, the nerves, etc., and the directions state that a few drops applied to the eyes will so strengthen sight that spectacles will not be needed until the age of seventy or eighty. As a matter of fact, the preparation is really of use in decreasing inflammation.

The Holland Medicine Co., of Philadelphia, has lately acquired agents' rights to this medicine in the United States, succeeding a firm that never made any attempt to advertise it or counteract sales

of imitations. The name, the bottles, the labels and the quaint circular, the arms of the Tilly family and every feature of the remedy except C. de Koning Tilly's signature, have been exactly counterfeited. The new agents are now taking steps to protect their trademarks, and have begun a campaign of advertising to kill substitution. If every bottle of Haarlem Oil sold in this country came through the Holland Medicine Co. the revenue would be something prodigious, so there is an incentive to advertise it. Small single column ads have lately appeared in the Philadelphia dailies

the public mind the distinction between the real product and the imitations. The advertising is to be prepared and placed by the H. I. Ireland Agency, of Philadelphia.

Haarlem Oil has long had a steady sale among Germans in this country, and indeed among all foreign-speaking people. There is good reason to believe that it is the oldest proprietary remedy in the world, and unless possessing some sterling merit it surely could not have lasted all these years. As the quaint direction-circular says, "This medicine works miracles in everyone who makes use of it, and the Grace of the Omnipotent God is admirably exemplified by it." The circular also has printed, in large letters, the legend "Medicamentum Gratia Probatum" (remedy approved by grace). Purchasers frequently ask for the medicine known as "Medicamentum," a query that usually stumps young drug clerks. But old heads in the trade know that Haarlem Oil is meant, and an inquiry for "Medicamentum" indicates a constant purchaser.

Don't buy the bogus Haarlem Oil

The so-called 10c Haarlem Oil contains none of the virtues of the Genuine, and cannot possibly benefit you. Genuine Haarlem Oil bears the red signature—

C. de Koning Tilly

and is sold at but one price—

25c bottle

Made in Haarlem, Holland, for 200 years, it has an unrivalled record in the relief of nervous disorders and the complete cure of diseases of the

Kidneys, Stomach and Bladder

If your druggist can't supply you with the Genuine, we will on receipt of 25c.

Holland Medicine Co. 1406 Arch St.
Philadelphia
Sole Importers Genuine Haarlem Oil

warning the public to look for the red signature that alone distinguishes the real stuff, but, rather curiously, this advertising, while it increased sales of the genuine, has also helped the imitations, purchasers taking the latter at the lower price under the impression that they are trial sizes. This winter the Holland Medicine Co., will begin an active campaign for Haarlem Oil throughout the entire country, using newspapers only. Less attention will be paid to the merits of the remedy than to establishing in

CHICAGO PAPERS IN IOWA.

When a newspaper in Iowa inserts the catalogue house advertising of Chicago all sorts of resolutions are passed by Iowa mercantile associations. Yet newspapers themselves have to meet that same sort of competition in their business. Iowa has a number of daily papers that are conceded to be the best for Iowa people, since those papers publish the news of the State as well as the general news and devote their time and editorial strength to the upbuilding of the interests of the State. None of which objects is sought or served by the Chicago papers which circulate in Iowa. Yet the weekly papers of Iowa will devote themselves to weeks of work to circulate Chicago papers in Iowa instead of Iowa papers. —*Cedar Rapids Republican.*

A NEW magazine is called *Human Life*. Every State has a statute against taking it—*Puck.*

Lincoln Freie Presse

Lincoln, Neb.

Actual Average
Circulation **149,281**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

THINK WELL, MEN, BEFORE YOU LEAP.

A prominent feature of the printers' strike is that most of the important offices, where the men have gone out, are getting along splendidly. It is found that there are thousands of really competent printers ready to quit the smaller towns for city employment. While this is decidedly encouraging for the employer, it is going to prove a sad reality for the unions ere another twelve-month has rolled around. It is a well-known fact that all cities are overrun with printers now, union and otherwise. There is not, and has not been for a long time, enough work to keep all busy. True, the "boys" in the more important shops in various cities have been kept busy, but it is an indisputable fact that thousands of men are not working half-time.

The present crisis is bringing to all cities where there are strikes, or promised strikes, thousands of competent printers. Whether the unions win or lose, these men are distributed where there is not sufficient work at present for union and non-union men. That means that if the printers are beaten in the strikes for an eight-hour day that there is going to be pretty gloomy hours for some of the faithful.

It is an unwritten history that where employers have given in in strikes in years past, that the men who stood by them were not let out when matters were finally adjusted. As a result, it is the union man who goes out, because of trivial excuses or because of ruler dictation, who suffer most.

This strike business is a very serious problem. The unions believe they are right and the employer believes he is right. It is a fact right now that many of the strikes that have already been ordered have not had the entire sanction of the fellow who earns the money to pay dues and the salaries of the men who profit most by all strikes, whether in the printing business or other pursuits.

The average printer is a loyal sort of fellow to his leader if that

leader be a man of will power. He depends, altogether too frequently, more upon the dictation of his leader than he does upon his own good sense. When there is more of body government rather than official dictation, then will the average printer and the employer get along more amicably and with a better understanding. In the great strike that is promised after January first, thousands of good, faithful men are going to be displaced by an army of equally competent and faithful men. Old printers who have worked for one employer for years will go out because he is told to. New men will walk into their places and the employing printer will run his business just as steadily and profitably as he ever did. Who will suffer? Not the employer, not the new man.

The great New York *Sun* strike a few years ago furnishes an object lesson to printers who are nearer darker hours than they ever dreamed existed. Men who had held jobs in the composing-rooms of the *Sun* for many long years walked out one night with heads high in air. Their leaders told them there could be no such word as failure. They were jubilant, they were enthusiastic. But the bright clouds faded and the sky became a cloudy, darkened one. From all over the country came an army of trained printers—printers that furnish the *Sun* to-day with what is acknowledged to be the best printing force in any newspaper office in the country.

And what of the old fellows who went out because their leaders said: "We'll whip 'em hands down?" Along the "Row" you'll find to-day a small army of men whose sole prayer has been, for many a day now, that sufficient work be given them to keep the wolf from the door. Of course the leaders will say that there is work for all. Statistics show that more men are idle to-day than ever before in the history of the printing business. The reason is obvious, for machinery and the systematizing of the printing business has made it possible for the employer to get along with far

less help than formerly was necessary—even though their businesses may have steadily increased in volume.

The men who took the place of the strikers on the *Sun* are there to-day and probably will be there for years to come, while the poor misguided devils who went out will never get back. It is true that the *Sun* has been unionized since the strike and the new men hold cards, but if there ever came to the *Sun* an hour of trouble and the present men were called out, you couldn't budge them with an axe. They are there to stick—and stick they will. In the meantime the fellows who went out are doing as best they can in a city already filled with more printers than there is work for.

The same circumstances will prevail wherever strikes are ordered next January. Old men will go out of offices that will know them no more from the time they cross the threshold outward bound.

So it is time that the average printer look well into the move he is being encouraged to take next month. It is time for thought and plenty of it, too. It is time that more than words and bright arguments should count. Is the probable losing fight worth while when employers are so universally opposed to an eight-hour day at a time when it is impracticable to them because of conditions and markets of which the rank and file of printers are ignorant.

Once more we say it is time that the rank and file of printers do a little moralizing and look at the matter through undarkened glasses—through undimmed visions and from an impartial viewpoint. There is always another side to every story. There is one to the master printers' side. Look into it before you plunge into a war that means the loss of fortunes to both sides in the controversy—and a probable loss of the strike to the men.—*Newspaperdom*, December 7, 1905.

Don't write your advertising the way authors write, but the way people talk.—*Rhode Island Advertiser*.

Why a Newspaper Directory?

To take into partnership with yourself.

To refer to in the many questions regarding your advertising which arise every day.

To trust implicitly as your best friend when a perplexing question as to newspaper circulation arises.

To rely upon, as the final arbiter in newspaperdom.

Why Rowell's Directory?

It is the oldest.

It is the most complete in classification and the simplest in arrangement.

It is the only one with a clear definition of "circulation."

It is the only one which stands upon its own merits. Other so-called directories are mere adjuncts of advertising agencies.

The 1905 edition will be sent you, carriage paid, for \$10, but if you prefer, a descriptive booklet will be forwarded free before you buy.

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$30.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Athens. Limestone Democrat, weekly. R. H. Walker, pub. Actual aver. first 5 mos. 1905, 1,652.

Birmingham. Ledger, dy. Average for 1904, 19,551. Best advertising medium in Alabama.

ARIZONA.

Phoenix. Republican. Daily aver. 1904 6,229. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times, daily. Actual average for 1904, 2,576. Actual average for October, November and December, 1904, 2,646.

CALIFORNIA.

Fresno. Evening Democrat. Average April, 5,195. Williams & Lawrence, N. Y. & Chicago.

Mountain View. Signs of the Times. Actual weekly average for 1904, 27,108.

Oakland. Herald, daily. Average for 1904, 7,555. Nov 8, 5,000. E. Katz, Spec. Agent, N. Y.

Oakland. Tribune, evening. Average for nine months ending Sept. 30, 1905, daily 15,447.

San Francisco. Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending August, 1905, 62,617; Sunday, 88,941.

San Francisco. Sunset Magazine, monthly, literary: two hundred and eight pages, 52c. Circulation: 1904, 48,916; 11 months 1905, 59,545. Home Office, 431 California Street.

San Jose. Morning Mercury and Evening Herald. Average 1904, 10,575.

San Jose. Town and Country Journal, mo. W. G. Bohannon Co. Average 1904, 9,125. May, June and July, 1905, 20,000.

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. Actual average for 1904, 10,926.

Denver. Post, daily. Post Printing and Pub-

lishing Co. Average for 1904, 44,577. Average for Oct., 1905, dy. 46,112. Sp. 59,889.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Ansonia. Sentinel, dy. Aver. for 1904, 4,965. 1st 6 months '05 5,111. E. Katz, Spec. Agt., N. Y.

Bridgeport. Evening Post. Sworn daily av. to Oct. 1, 1905, 11,001. E. Katz, Spec. Agt., N. Y.

Bridgeport. Telegram-Union. Sworn daily av. to Oct. 1, '05, 10,125. E. Katz, Spec. Agt., N. Y.

Meriden. Journal, evening. Actual average for 1904, 7,649.

Meriden. Morning Record and Republican. daily average for 1904, 7,559.

New Haven. Evening Register, daily. Actual av. for 1904, 15,615; Sunday, 11,107.

New Haven. Palladium, dy. Aver. 1904, 7,857. First 6 mos. '05, over 8,000. E. Katz, Sp. Agt., N. Y.

New Haven. Union. Av. 1904, 16,076. First six mos. '05, 16,187. E. Katz, Spec. Agt., N. Y.

New London. Day, ev'g. Aver. '04, 5,355. 1st 6 mos. '05, 6,090. E. Katz, Spec. Agt., N. Y.

Norwalk. Evening Hour. Daily average year ending Dec. 1904, 2,317. April circ., as certified by Am'n. Ass'n. all returns deducted, 2,569.

Norwich. Bulletin, morning. Average for 1904, 4,985; for 1905, 5,250; Nov., 6,425.

Waterbury. Republican, dy. Aver. for 1904, 5,770. La Cote & Maxwell Spec. Agents, N. Y.

DELAWARE.

Wilmington. Every Evening. Average guaranteed circulation for 1904, 11,460.

Wilmington. Morning News. Only morning paper in State. Three mos. end. Dec., 1904, 10,074.

DISTRICT OF COLUMBIA.

Washington, D. C., Army and Navy Register. Illustrated weekly. Established 1876. Average net paid circulation first 36 weeks 1905, 5,588.

Washington. Evening Star, daily and Sunday. Daily average for 1904, 55,502 (©).

FLORIDA.

Jacksonville. Metropolis, dy. Av. 1904, 5,760. First six mos. '05, 9,028. E. Katz, Sp. Ag., N.Y.

GEORGIA.

Atlanta. Constitution. D'y av. '04, 38,885; W'y 107,925. Aug. '05, d'y 40,733; S'y 50,102.

Atlanta. Journal, dy. Av. 1904, 45,655. Oct. 1905, 46,906. Su. 49,253. Semi-weekly 55,928.

Atlanta. News. Actual daily average 1904, 24,230. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Atlanta. The Southern Ruralist. Sworn over age first six months 1905, 52,855 copies monthly.

Augusta. Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,450.

Nashville. Herald. Average for March, April and May, 1,375. Richest county in So. Georgia.

ILLINOIS.

Calve. Citizen. Daily Average 1904, 1,196. weekly, 1,127.

Champaign. News. Oct. and Nov., 1905, no issue of daily less than 3,010; d'y and w'kly, 6,200.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©).

Chicago. Breeders' Gazette, weekly, \$2.00. Average circulation 1905, to Oct. 1st, 66,425.


Chicago. Farmers' Voice and National Rural. Actual av., 1904, 25,052. Sept., 1905, 40,000.

Chicago. Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago. Inland Printer. Actual average circulation for 1904, 18,812 (©).

Chicago. Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed 95,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the postoffices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the postoffices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago. Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average first four mos. 1905, daily 148,928. Sunday 202,501.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. System, monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Av. for year end, Feb. 1905, 55,750. Issue for Sept. 1905, 60,200.

Kewanee. Star-Courier. Av. for 1904, daily 2,290. W'y, 1,275. Daily, 1st 4 mos. '05, 5,502.

Pearla. Evening Journal, daily and Sunday. Sworn daily average for 1904, 13,525.

Pearla. Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528. S'y 9,957.

INDIANA.

Evansville. Journal-News. Av. for 1904, 14,050. Sundays over 15,000. E. Katz, S. A., N.Y.

Marion. Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,655.

Muncie. Star. Average net sales 1904 (all returns and u.-sold copies deducted), 28,721.

Notre Dame. The Ave Maria, Catholic weekly. Actual net average for 1904, 25,816.

Richmond. Sun-Telegram. Sworn av. 1904, dy. 5,761.

South Bend. Tribune. Sworn daily average, 1904, 6,539. Sworn av. for Nov., '05, 7,665.

INDIAN TERRITORY.

Armore. Ardmoreite, daily and weekly. Average for 1904, dy. 2,065; W'y. 3,291.

IOWA.

Davenport. Democrat and Leader. Largest year. city av. in Sworn av. Nov., 1905, 8,534.

Davenport. Times. Daily av. Nov., 11,057. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average sold 1904, 56,855. Present circulation over 55,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Keokuk. Gate City, Daily av. 1904, 5,145; daily six months, 1905, 5,295.

Muscatine. Journal. Daily av. 1904, 5,240. tri-weekly 3,059, daily, March, 1905, 5,452.

Sioux City. Journal, daily. Average for 1904, sworn, 21,784. Av. for Nov., 1905, 20,458. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City. Tribune, Evening. Net sworn daily, average 1904, 20,674; Nov., 1905, 25,050. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson. News. Daily 1904, 2,964. First six mos. '05, 3,396. E. Katz, Sp. Agent, N. Y.

KENTUCKY.

Harrodsburg. Democrat. Put it on your 1905 list; 3c. per 1,000; Al. Proven av. cir., 3,532.

Lexington. Leader. Av. '04, avg. 4,041. Sun. 5,597. Aug. '05, avg. 4,549. E. Katz, Spec. Agt.

Louisville. Times. Daily average year ending June 30, 1905, 56,025 (R). Beckwith Agency, Rep.

Paducah. Journal of Labor, w'ly.-Accepts only the best class of advertising and brings results from the best class of wage-workers.

Paducah. The Sun. Average for April, 1905, 5,626.

LOUISIANA.

New Orleans. Item. official journal of the city. Av. cir. first eight months 1905, 22,095.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,369,641.

Augusta. Kennebec Journal, dy. and W'y. Average daily, 1904, 6,544. weekly, 2,496.

Bangor. Commercial. Average for 1904, daily 8,991. weekly 28,857.

Dover. Piscataquis Observer. Actual weekly average 1904, 1,915.

Lewiston. Evening Journal, daily. Av. for 1904, 7,524 (©), weekly 17,450 (©).

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland. Evening Express. Average for 1904, daily 12,164. Sunday Telegram, 8,476.

MARYLAND.

Baltimore, American, dy. Aver. to June 30, '05 64,068. Sun., 68,518. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1904, 58,784. For November, 1905, 61,460.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of *Bowell's American Newspaper Directory*, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS.

Boston, Evening Transcript (C). Boston's tea table paper. Largest amount of week-day adv.

Boston, Globe, Aver. to Oct. 1, 1905, daily, 198,619. Sunday, 391,435. Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England. Advertisements go in morning and afternoon editions for one price.

The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the *American Newspaper Directory*, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



NOVEMBER, 1905.

	DAILY.	SUNDAY.
1	180,242	
2	180,308	
3	185,638	
4	187,923	
5		399,006
6	188,496	
7	201,135	
8	270,371	
9	185,100	
10	184,786	
11	188,587	
12		394,366
13	185,559	
14	185,494	
15	187,893	
16	202,490	
17	204,708	
18	187,019	
19		395,207
20	184,697	
21	184,642	
22	185,536	
23	187,963	
24	185,930	
25	190,001	
26		398,630
27	215,310	
28	195,781	
29	186,828	
30	Holiday	
31		
Totals	4,851,402	1,180,311

Daily Average, - 194,056
Sunday Average, 295,052

Perfect copies printed for sale.

BOSTON GLOBE.

By CHAS. E. TAYLOR, JR.,

Business Manager.

December 1, 1905.

Boston, Post. Average Oct. 1905, daily 256,215; 1904, 219,731. Boston Sunday Post, average Oct., 1905, 196,530; 1904, 179,365. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 30 cents per agate line. Flat run-off paper; Sunday rates, 15 cents per line. The best advertising propositions in New England.

Circulation of the Boston Daily Post and the Boston Sunday Post, day by day, for the month of November, 1905:

NOV.	SUNDAY	DAILY.
1		281,000
2		283,150
3		285,300
4		285,900
5	196,700	
6		271,660
7		241,970
8		304,110
9		245,500
10		245,000
11		245,400
12	198,500	
13		245,150
14		259,100
15		243,180
16		244,100
17		276,800
18		245,370
19	301,100	
20		243,900
21		243,900
22		241,040
23		238,700
24		235,300
25		239,030
26	302,305	
27		260,000
28		238,850
29		235,100
30		254,180
Total, Daily Post, 26 days		6,460,630
Total Sunday Post, 4 days	709,225	
Daily Average,		247,708
Sunday Average,		199,806
November 30, 1905.		

Fall River, News, Largest circ'n. Daily av. '04, 6,955 (C). Robt. Tomas, Exp., 116 Nassau St., N.Y.

Springfield, Farm and Home, National Agricultural semi-monthly. Total paid circulation, 272,544. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield, Good Housekeeping, mo. Average first 5 mos. 1905, 308,420. No issue less than 300,000. All advertisements guaranteed.

Springfield, New England Homestead, Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every postoffice in Mass., H. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester, Opinion Public, daily (C). Paid average for 1904, 4,733.

MICHIGAN.

Grand Rapids, Herald, Average daily issue last six months of 1904, 38,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Grand Rapids, Evening Press & Co. Average 1904, 44,807. Average 6 mos. 1905, 46,087.

Jackson, Patriot, morning. Actual daily average for 1904, 2,158. Av. Sept., 1905, 2,257.

Kalamazoo, Evening Telegraph, First 6 mos. 1905, av. 10,128. June, 10,174. s.e. v. 9,855.

Kalamazoo, Gazette, d'y. 6 mo. end'g Sept. '05, 11,502; Nov., 11,988. Larg. circ. by 4,500.

Saginaw, Courier-Herald, daily, Sunday. Average 1904, 10,322; November, 1905, 12,551.

Saginaw, Evening News, daily. Average for 1904, 14,516. November, 1905, 18,102.

Sault Ste. Marie, Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. *Aver.* for 1904, 66,814.

Minneapolis. Farm, Stock and Home, semi-monthly. *Actual average* 1904, 79,750. *Actual average* first six months 1905, 86,325.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, daily and Sunday. *Daily aver.* for 1905, 57,059; 1904, 64,555; first 10 mos. 1905, 67,428. Oct., 1905, 67,847.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 52,065.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. *Daily average* for 6 mos. to Oct. 1, 1905, 99,478. Sunday, 75,925.

CIRCULATION The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 10,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

St. Paul. The Farmer, s-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul. Volkszeitung. *Actual average* 1904, 47,12,655. *av.* 28,657. Sonntagsblatt 28,640.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. d'y circ., y'r end'g Jan., 1905, 2,175. Pop. 14,500, and growing.

MISSOURI.

Clinton. Republican. W'y av. last 6 mos. 1904, 2,340. *D'y est. Apr.*, '04; *av. last 6 mos.*, '04, 800.

Kansas City. Journal, d'y and w'y. *Average* for 1904, daily 64,114. weekly 199,590.

Joplin. Globe, daily. *Average* 1904, 12,046. Oct., '05, 12,874. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. *Circ.* 1st 6 mos. 1905, 55,525. Smith & Thompson, East. Rep.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. *Average* for 1904, 8,080 (©). E. Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. *Average* for 1905, 68,582; *average* for 1904, 106,625; *average* for 1904, 104,750.

MONTANA.

Butte. Inter-Mountain. *Sworn average* daily circulation 1904, 12,678. Beckwith Sp. Agency.

NEBRASKA.

Lincoln. Daily Star, evening and Sunday morning. *Actual daily average* for 1904, 15,239. For March, 1905, 16,262. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikan Farmer, weekly. *Average year ending January*, 1906, 146,267.

Lincoln. Freie Press, weekly. *Actual average* for year ending January, 1905, 149,251.

Lincoln. Journal and News. *Daily average* 1904, 26,338; February, 1905, average, 28,055.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in City. *Sworn aver.* for Sept. and Oct., 1905, 4,204.

NEW JERSEY.

Elizabeth. Journal. *Av.* 1904, 5,522; *first 6 mos.* 1905, 6,513; 3 mos. to Aug. 1, 6,604.

Jersey City. Evening Journal. *Average* for 1904, 21,106. *First 6 mos.* 1905, 23,555.

Newark. Evening News. Evening News Pub. Co. *Average* for November, 1905, 62,742.

NEW YORK.

Albany. Evening Journal. *Daily average* for 1904, 18,288. It's the leading paper.

Albany. Times-Union, every evening. Est. 1856. *Av.* for '04, 50,487; Jan. Feb. & Mar., '05, 52,594.

Binghamton. Evening Herald, daily. Herald Co. *Aver.* for year end. June, 1905, 12,289 (3).

Buffalo. Courier, morn. *Av.* 1904, Sunday 79,882; daily 50,940; Enquirer, even., 52,702.

Buffalo. Evening News. *Daily average* 1904, 88,457; 1st six months, 1905, 95,281.

Catskill. Recorder, weekly. Harry Hall, editor. *Av. y'r. endg.* Nov., '05, 5,796; Nov., 5,866.

Corning. Leader, evening. *Average*, 1904, 6,288. First quarter 1905, 6,422.

Cortland. Democrat, Fridays. Est. 1840. *Aver.* 1904, 2,296. Only Dem. paper in county.

Glens Falls. Morning Star. *Average circulation*, 1904, daily 2,292.

Hornellsville. Morning Times. *Average* 4,185 for year ending July, 1905; 39 R. F. D's.

Mount Vernon. Daily Argus. *Average* 1904, 2,915. Westchester County's leading paper.

Newburgh. News daily. *Av.* 9 mos., '05, 5,129. 3,000 more than all other Newburgh papers combined

New York City.

American Magazine (Leslie's Monthly). Present average circulation, 256,108. *Guaranteed average*, 250,000. *Excess*, 76,296.

Army & Navy Journal Est. 1863. *Actual weekly average* for 22 issues, 1904, 9,271 (©). Only Military paper awarded "Gold Marks."

New York. American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,468 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 77% of all the postoffices; in Delaware 57%, in Pennsylvania 74%, in Ohio 52%, and to 20% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

Raker's Review, monthly. W. R. Gregory Co. publishers. *Actual average* for 1904, 4,900.

Benziger's magazine, family monthly. Benziger Brothers. *Average* for 1904, 57,035. present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. *Aver.* for 1904, 26,662 (©).

Gaelic American, weekly. *Actual average* for 1904, 8,179; for 23 weeks in 1905, 23,150.

Haberdsasher, mo. est. 1831. *Actual average* for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (©). D. T. MALLETT, Pub., 253 Broadway.

Leslie's Weekly. *Actual aver.* year end. Aug. 1904, 69,077. Pres. av. over 55,000 weekly.

Music Trade Review, music trade and art weekly. *Average* for 1904, 5,503.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for eleven months ending June 28, **15,769** copies.

Pocket List of Railroad Officials, qly. Rail'rd & Transp. Ad. 1903, 17,992; 1904, 19,547.

The People's Home Journal. 525,166 monthly. Good literature. 452,325 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Wall Street Journal. Dow, Jones & Co., pub. Daily average first 6 months, 1903, 12,916.

The World. Actual aver. for 1904, Morn., 202,825. Evening, 279,735. Sunday, 425,484.

The Tea and Coffee Trade Journal. Average circulation for year ending November, 1903, 2,576 (3¢); November, 1904, issue, 3,490 (3¢).

Rochester. Case and Comment, mo. Law. At. or 1904, 30,000; 5 years' average, 20,108.

Schenectady. Gazette, daily. A. N. Lecky. Actual average for 1903, 11,325; 1904, 12,574.

Syracuse. Evening Herald, daily. Herald Co. pub. Aver. 1904, daily 55,648, Sunday 59,161.

Utica. National Electrical Contractor, m. Average for 1904, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,579.

NORTH CAROLINA.

Charlotte. Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,145. Sunday, 8,408, semi-weekly, 4,496.

OHIO.

Ashtabula. American Sanomat. Finnish. Actual average for 1904, 10,986.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,198. Nov., 1903, 78,804 daily; Sunday, 79,986.

Dayton. Herald, evening. Circ., 1904, 15,280. Largest in Dayton, paid at full rates.

Youngstown. Vindicator. D'y av., '04, 12,020. LaCoste & Maxwell, N.Y. & Chicago.

Zanesville. Times-Recorder. Sworn av. 1st 6 mos. 1904, 10,437. Guar'd double nearest competitor and 50¢ in excess combined competitors.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1904 aver. 8,104. Oct., '04, 11,258. E. Katz. Agent, N.Y.

OREGON.

Portland. Oregon Daily Journal. Actual average for Nov., 1903, 25,259.

PENNSYLVANIA.

Chesster. Times, ev'g d'y. Average 1904, 7,929. N. Y. office, 230 B'way. F. H. Northrup, Mgr.

Erie. Times, daily. Aver. for 1904, 14,287. November, 1903, 15,711. E. Katz. Sp. Ag., N.Y.

Harrisburg. Telegraph. Sworn av., Oct., 12,616. Largest paid circula't'n in E'p'y, or no pay.

Philadelphia. Confectioners' Journal, mo. At. 1904, 5,004; av. 1st 6 mos. 1903, 5,420 (2¢).

The circulation of

THE PHILADELPHIA BULLETIN

is larger than that of any daily newspaper published in the State of Pennsylvania.

NET DAILY AVERAGE FOR

NOVEMBER:

206,949 COPIES A DAY

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia. German Daily Gazette. Aver. circulation 1st 6 mos., 1903, daily 50,996; Sunday 40,155; sworn statement. Ctr. books open.

Philadelphia. The Press is a Gold Mark (2¢) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 115,242.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

NOVEMBER CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of November, 1903:

1.....	160,372	16.....	167,445
2.....	160,941	17.....	167,578
3.....	165,511	18.....	179,704
4.....	173,643	19.....	Sunday
5.....	Sunday	20.....	167,598
6.....	166,159	21.....	162,761
7.....	171,409	22.....	165,182
8.....	193,611	23.....	166,236
9.....	187,283	24.....	166,315
10.....	187,913	25.....	179,177
11.....	185,386	26.....	Sunday
12.....	Sunday	27.....	166,413
13.....	167,763	28.....	165,644
14.....	168,103	29.....	166,464
15.....	171,715	30.....	145,938

Total for 26 days, 4,431,021 copies.

NET AVERAGE FOR NOVEMBER,

170,423 copies per day

BARCLAY H. WARRBURTON, President.
PHILADELPHIA, December 8, 1906.

Duplicate.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City. *Dec. 8, 1905*

RECEIVED of the Publisher of *Farm Journal, Philadelphia, Pa.*

One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

TO PRINTERS' INK PUBLISHING COMPANY,

\$100.00

Wm. J. Smith
Publishers of Rowell's American Newspaper Directory.

Manager.

©1905 T. B. S.

The absolute correctness of a circulation rating in Rowell's American Newspaper Directory, or to be inserted in the next issue of the book, based upon a statement from the publisher of a paper, of the actual issues for a full year, is guaranteed by the Directory publishers, under a certificate of one hundred dollars, to the extent of the payment of one hundred dollars to the publishers of the Directory as a permanent deposit. The guarantee is perpetual so long as the newspaper furnishes statements in detail and authenticated and the Directory continues to be published. The money paid is not returnable to the publisher at any time or under any circumstances.

Philadelphia. Farm Journal, monthly. Wither Atkinson Company, publishers. Average for 1904, \$65,266. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription.



"Awarded June 25th, 1905, by 'Printers' Ink,' 'The Little Schoolmaster' in the art of advertising to the Farm Journal: After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

Pittsburg. Labor World, w. y. Ar. 1904, 22,618. Reaches best paid class of workmen in U. S.

THE PITTSBURGH POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburg, has never made use of premiums or gift enterprises as circulation getter. It goes to the home of the buyer. The Western Pennsylvania field cannot be covered without the POST. Objectionable advertising is excluded from its columns. Circ., dy. 60,000, S. 71,555.



West Chester. Local News, daily. W. H. Hodgson. Average for 1904, 15,180 (3c). In its 25th year. Independent. Has Chester County and vicinity for the field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Weekly. Ar. first 3 mos. 1905 225,756. Smith & Thompson, Repts., New York and Chicago

York. Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average for six months ending June 30th, 1904, 16,818.

Providence. Daily Journal. 17,290 (6c). Sunday, 30,446 (6c). Evening Bulletin. 7,526 average 1904. Providence Journal Co. pub.

Westerly. Sun. Geo. H. Utter, pub. Ar. 1904, 4,480. Largest circulation in So. Rhode Island.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for first eight months 1904, 4,265.



Columbia. State. Actual average for 1904, daily 8,164 copies (6c); semi-weekly, 2,251. Sunday 9,417 (6c). Act. aver. July to Oct. 23, '05, daily 10,076; Sunday 11,265.

TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,066 (3c). Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Ar. '04, 11,482. Led nearest competitor 11,000 ad. rev. '04, 6 days 27.

Memphis. Commercial Appeal, daily. Sunday, weekly. Average last 3 mos. 1904, daily 29,120. Sunday, 55,497. weekly, 81,822. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner, daily. Ar. for year 1905, 18,772; for 1904, 20,703. Average March, April, May, 1905, 21,287.

TEXAS.

Denton. Record and Chronicle. Daily ar. 1904, 216. Weekly at... 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso. Herald. Ar. '04, 4,311; June '05, 5,090. Merchants' canvass showed HERALD in 90% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,905.

VERMONT.

Barre. Times, daily. F. E. Langley. Ar. 1904, 2,161, for six months, 1905, 2,525.

Burlington. Daily news, evening. Actual daily average 1904, 6,018; last 3 mos., 6,625; last mos., 7,024; last month, 7,547.

Burlington. Free Press. Daily ar. '05, 5,566. 04, 6,652. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Rutland. Herald. Average 1904, 2,527. Average 3 months ending June 1, 1905, 4,181.

St. Albans. Messenger, daily. Actual average for 1904, 2,166.

VIRGINIA.

Norfolk. Dispatch. 1904, 9,400; 1905, June 11, 542; July, 11,944; August, 12,071.

Norfolk. Landmark (6c). Leading home paper. Circ. genuine. No paid. Vandoren, Sp'l.

Richmond. News Leader, afternoon. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

Richmond. Times-Dispatch, morning.

Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Olympia. Recorder. Daily ar. 1904, 2,289; weekly, 1,455. Only paper with tele. reports.

Tacoma. Ledger. Dy. ar. 1904, 14,564; Sy., 18,475; w., 9,534. Aver. 6 mos., ending June 30, 1905, Daily, 15,129. Sunday, 19,771.

Tacoma. News. Daily average 5 months ending May 31, 16,227. Saturday issue, 17,495.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,290.

Wheeling. News. Daily paid circ. 11,517 (3c). Sunday paid circ., 11,928 (3c). For 15 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Milwaukee. Evening Wisconsin, d'y. Ar. 1904, 26,301; November, 1905, 26,437 (6c).

Milwaukee. Journal, daily. Journal Co. pub. Yr. end. Nov., 1904, 40,226. Nov., 1905, 41,625.

Oshkosh. Northwestern, daily. Average for 1904, 7,221. First eight months 1905, 7,605.

Wisconsin Agriculturist. Racine. Wis. Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1905, 22,181; for 1904, 27,254; for year ending July 31, 1905, 40,192. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

WYOMING.

Cheyenne. Tribune. Actual daily average net for first six months of 1904, 4,280.

BRITISH COLUMBIA.

Vancouver. Province, daily. Average for 1904, 7,436; Nov., 1905, 8,967. H. DeClerque. U. B. Repr. Chicago and New York.

Victoria. Colonist, daily. Colonist P. & P. Co. Aver. for 1903, 2,695; for 1904, 4,256 (*).

MANITOBA. CAN.

Winnipeg. Free Press, daily and weekly. Average for 1904, daily, 25,698; weekly, 15,801. Daily, November, 1905, 21,298.

NEW BRUNSWICK. CAN.

St. John. Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA. CAN.

Halifax. Herald (©) and Evening Mail. Circulation, 1904, 15,658. Flat rate.

ONTARIO. CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto. The News. Sworn daily average first nine months 1905, 28,258. Rate 3½c. flat. Largest circulation of any evening paper published in Ontario.

Toronto. Ev. Telegram. D'y. av. 1904, 21,884. Aug., '05, 25,808. Perry Lukens, Jr., N.Y. Repr.

Toronto. Star, daily. Daily average first nine months 1905, 28,087.

QUEBEC. CAN.

Montreal. Herald, daily. Est. 1908. Actual aver. daily 1904, 25,550; weekly, 18,826.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,259; Av. Mar., '05, 95,826. Sat., 118,292.

Montreal. Star, dy. & wy. Graham & Co. Av. for '05, dy. 55,127, wy. 122,269. Av. for 1904, dy. 56,795, wy. 125,240.

Sherbrooke. Daily Record. Average first six months, 1905, 5,520; November, 1905, 6,555.



In January next the final revision of the Directory for 1906 will be under way. Applications for the Guarantee Star may now be made by publishers who are interested in the subject—who believe they are eligible to the highest distinction which the editor of Rowell's American Newspaper Directory can bestow — and who *dare* use the Guarantee Star.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.50 for a full year, 10 per cent discount, or \$18.75 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aug., 1906, Daily 40,728 (◎◎). Sunday 50,102, Weekly 107,928.

THE MORNING NEWS (◎◎). Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎). greatest trade paper, circulation universal.

BOSTON PILOT (◎◎). every Saturday. Roman Catholic. Patrick M. Donnan, manager.

BOSTON EVENING TRANSCRIPT (◎◎). established 1830. The only gold mark daily in Boston.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America.

TEXTILE WORLD RECORD (◎◎). Boston, is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

VOGUE (◎◎). the authority on fashions. Ten cents a copy; \$4 a year. 11-13-15 E. 24th St., N. Y.

THE IRON AGE (◎◎). established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—An acknowledged authority.—Tribune, Lawrence, Kan. E. News prints more transient ads than all other technical papers; 1½¢ & 3¢ a word. Try it.

HARDWARE DEALERS' MAGAZINE.

In 1904, average 18922, 17,500 (◎◎).

D. T. MALLETT, Pub., 205 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

ELECTRICAL WORLD AND ENGINEER (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

THE NEW YORK TIMES (◎◎).—The combined buying capacity of its readers is greater than that of any other daily newspaper in this country. More display advertising than any other N. Y. newspaper. Over 100,000 metropolitan circulation. "All the News That's Fit to Print."

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

PENNSYLVANIA.

"THE PHILADELPHIA PRESS" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any newspaper. Circulation, daily average 1904, 113,342.

THE PUBLIC LEDGER (◎◎).—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper adjoined in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,365 columns advertising in five months ending Dec. 1st, 1906, over same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎). the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,683, flat rate.

**MORNING COURIER.**

Louisville, Ky., June 3, 1844.

LOUISVILLE DAILY DEMOCRAT.

Louisville, Ky., 1843.

THE LOUISVILLE DAILY JOURNAL.

Louisville, Ky., Nov. 24, 1830.

The Courier-Journal.

HENRY WATTERSON, Editor.**BRUCE HALDEMAN, President.**

"After Mr. Prentice, of the Louisville Journal, died, Mr. W. N. Haldeman, who had long controlled the Courier, the competing paper, succeeded in consolidating the two, it being, I think, the first instance of what is generally designated as the hyphenated journal; and the Louisville Courier-Journal became, and has remained, the most important and most influential newspaper of Kentucky, or, for that matter, of the Southern States."—From the 23d Paper of Mr. Geo. P. Rowell's "Forty Years an Advertising Agent."

Mr. Rowell failed to state that the Louisville Daily Democrat was also absorbed at the time of the consolidation of The Morning Courier and The Louisville Daily Journal in 1868. The combination which brought about The Courier-Journal thus represents the three oldest papers of Louisville. The Courier-Journal has the handsomest printing establishment in the South, and its press room has a greater capacity and product than any other press room in the South or Southwest. It is an up-to-date newspaper in every respect. It uses the best modern methods constantly in extending its circulation, not relying upon past prestige nor the reputation of its editor.

Eastern Office: S. C. Beckwith Special Agency, Tribune Building, New York.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

COLORADO.

THE Denver Post, Sunday edition, Dec. 3, 1906, contained 5,365 different classified ads, a total of 108 5-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day. Five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (C. C.), carries DOUBLE the number of WANT Ads of any other paper. Rate 1c. a word.

ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

PEORIA (ILL.) JOURNAL reaches over 19,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want-ad" directory.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE Indianapolis News during the year 1904 printed 155,397 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,239 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

DURING the month of October, 1904, the Indianapolis STAR published 55,870 lines of classified advertising. In October, 1905, it published 58,514 lines, a gain of 2,644 lines. If STAR want ads did not pay, the report would have been different.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

THE Des Moines REGISTER AND LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid paid Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

BOSTON GLOBE, daily and Sunday, first ten months of 1905, printed a total of 363,300 classified ads, and there were no trades, deals or discounts. This was a gain of 7,976 "want" ads over the same period of 1904, and was 126,776 more than any other Boston paper carried during the first ten months of 1905.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 12,500; 1c. word; 75c. subsequence.

MINNESOTA.

THE Minneapolis JOURNAL carried over 35 per cent more Want ads during November, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1905, 57,052; 1904, 64,333; first 11 months 1905, 67,257; November, 68,548.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day). No free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

THE ST. PAUL DISPATCH IS ALL YOU NEED in St. Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily circulation of the St. Paul DISPATCH for August, 1905, was 61,592. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The August want advertising shows an average daily increase of 786 lines over same month in 1904. Seven telephone trunk lines assist in receiving this classified business.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1905), 11,559; Sunday, 15,754.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 47,000. Cent a word.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. DAILY STAR, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J., FREE PRESS (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD. Circ. Sept. '05, 6,515. Examination by A. A. A., June '06. Biggest daily in N. D. La Cote & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE MANASSAHS NEWS publishes daily more Want ads than any other 30,000 population newspaper; 20 words or less 3 consecutive times or less, 5c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,553. Publishes more Want ads than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

WILKES-BARRE LEADER, best business getter in the prosperous anthracite coal regions. Largest afternoon circulation.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN?

Want Ads in THE BULLETIN bring prompt returns, because "In Philadelphia nearly everybody reads THE BULLETIN." Net paid daily average circulation for November, 206,949 copies per day. (See Roll of Honor column.)

SOUTH CAROLINA.

THE Columbia STATE (2c) carries more Want ads than any other S. C. newspaper.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advice, one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

CANADA.

THE Halifax HERALD (2c) and the MAIL—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 96,825. Saturdays 115,503—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 15 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than all the other daily papers published in Western Canada combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

WEEDING OUT THE CLASSIFIED.

A correspondent of the New York Times commends this notice which has been printed in its classified columns for more than a year: "The New York Times invites information from its readers in aid of efforts to exclude from its columns fraudulent and objectionable advertisements. All information will be treated confidentially." "Having advertised a great many times for men," he says, "and having handled a great many men, I have observed that their one complaint is that there are so many fakes in advertisements. So many people are advertising that they have positions for any one, and when one answers he is asked to pay a certain amount down and the position will be obtained. In some cases these leeches get the last dollar that the poor man has. It's too bad that one cannot go further and prosecute and bring them to justice. There are 'ads' in the other New York papers that are fakes. Will they insert such an article in their paper? No. They would lose half their business."

Special Issue of

For the main purpose of securing new subscribers to the Little
be issued on

January 24, 1906; Press Day
the

Real Estate Dealers in

THERE are many real estate firms on the subscrip-
tion books of PRINTERS' INK, and none renew
their expirations with more promptness than they
None show a keener interest in the paper, as
manifested by their frequent suggestions and letters of
commendation. Real estate men have been converted to
advertising all over the country, and the leaders among
them recognize sane publicity as the greatest means to
profitably connect buyer and seller. And why should it
not be so? The good newspaper in the East, West, North
and South will quickly reach home-seekers or investors in
every part of the country, and in many cities there are
newspapers that have special display or want ad pages
wholly devoted to real estate advertisements.

The real estate business is one of the most gigantic
factors in the country, and its importance and growth is
keeping pace with the expansion and prosperity of cities
and States.

The above special issue will go to responsible real
estate men in every State and Territory of the United
States not now subscribers to PRINTERS' INK, making a total
edition of PRINTERS' INK for that date of not less than

49,000 Copies at the regular
rates quoted below.

CHARLES J. ZINGG, Business

of PRINTERS' INK

ers to the Little Schoolmaster, the following special edition will

Press Day, January 17, 1906,

the

ers in the United States

ADVERTISEMENTS are solicited for this issue from a first-class daily and other publications all over the country. This edition is the most effective and low-priced investment for good papers that the Little Schoolmaster has perhaps ever offered. Daily papers that have already an established real estate patronage, and those which want to secure it, cannot afford to overlook the advantages of this special edition.

ADWRITERS, makers of novelties and office supplies, printers, engravers, half-tone makers, and all others who have a proposition which interests real estate men, can use this edition to bring their announcement before an audience at once responsive and responsible. It is a real business opportunity.

Press Day, January 17, 1906.

ADVERTISING RATES.—20 cents a line; \$3 one inch; \$10 quarter page; \$20 half page; \$40 whole page. For advertisements in specified position, if granted, double the above quoted price is charged.

☞ Five per cent discount may be deducted if check is sent with order and copy.

To secure space in this issue, address at once, with order and copy,

G. G. Business Manager, 10 SPRUCE STREET, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 30 cents a line, per line measure, 15 lines to the inch (\$3); 200 lines to the page (\$60). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. SEARS, 59-62 Ludgate Hill, E.C.

NEW YORK, DEC. 20, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

OUR POSTOFFICE.

According to the recently issued annual report of the Postmaster General, the United States has now attained to the proud distinction of being the only nation on the face of the globe that transacts its postal business at a loss exceeding a million dollars a month. Great Britain, Russia, Germany, France, Spain, Hungary, Belgium, Japan, and nearly every other country in the Universal Postal Union, except a few of the South American republics, make a profit on handling the mail. Even little Cuba, whose postal system is modeled upon our

own, occasionally manages to get the balance on the right side of the ledger. The comparison is more striking when it is remembered that the postal revenues of no country on earth equal those of the United States. During the past twelve months the receipts of the Postoffice Department exceeded one hundred and fifty million of dollars, but the expenses consumed this enormous sum and \$14,000,000 more besides. Great Britain, whose postal revenues are only about half as large as ours, manages to make a profit on handling the mail of over \$20,000,000 a year, and this in the face of the fact that the service there is in no way inferior to ours, but in some respects superior. Is it conceivable that any private corporation with a revenue greater than many other countries can boast of, greater than the combined incomes of all the crowned heads of Europe, could so mismanage the business as not to at least strike an even balance at the end of the year?

* * *

It is useless to lay the blame for the deficit on the rural free delivery or the franking privilege, though it is true that regarding the latter there is no just reason why the Postoffice Department should be obliged to carry the mail of every other department of the government free of charge. The fault lies in the exorbitant rate that has for years been paid to railroads for conveying the mail. If the United States could secure from the railroads the same rate that is enjoyed by the express company of which the astute senior Senator from New York is the head, the deficit of the Postoffice Department would be a thing of the past. Time and again in the past twenty years Congress has been urged to investigate the compensation paid railroads for carrying the mails and time and again Congress has refused to do anything of the kind. The time seems ripe to urge once more upon the legislative body of the government the necessity of investigating a form of graft that

has too long been permitted to exist.

* * *

The question of railroad compensation is a dangerous one for a Postmaster-General to meddle with. The history of the Department shows that every Postmaster-General who has attempted it has speedily lost his job or has been transferred to some other sphere of usefulness where his relations with the railroads would not be quite so intimate. A conscientious Postmaster-General, such as we believe the present head of the department to be, could accomplish a world of good if permitted to remain in office after he had become somewhat familiar with the workings of his department; but it would seem that powerful influences are continually at work to prevent this. Mr. Cortelyou has doubtless by this time made himself familiar with the iniquitous agreement with the railroads for mail transportation. Mr. Cortelyou could not, with a good conscience, remain silent much longer; in his report he intimates that existing arrangements are "not altogether satisfactory." But it seems that Mr. Cortelyou will not be permitted to continue his investigations. He is slated to be transferred to the Treasury Department next year and a new man will be made Postmaster-General—a man who will naturally have no suggestions to make until he becomes familiar with his department and who, when he is in a position to speak with authority, will either be ousted or transferred.

* * *

This whole question of mail transportation is of vital interest to the publishers of this country. The charge has frequently been made that the postoffice deficit was largely due to the rate at which second-class mail matter is carried—one cent a pound. Postoffice officials have stated that the cost of handling such matter is from five to eight cents a pound. This may be true, probably is true, but the fault lies not with the rate charged publishers but with the

rate paid railroads. In Great Britain the Postoffice Department gives no special rate to newspapers corresponding to our second-class rate. All periodicals must pay the regular rate for printed matter, publishers and news agents being given no preference over other citizens. But the railroads themselves allow publishers and news agents a special rate which is equivalent to our second-class rate. If the second-class rate were to be abolished altogether in this country it is probable that railroad competition alone would speedily establish a rate not greater, and perhaps less, than that which now prevails. As a matter of fact many newspapers to-day find it cheaper to dispatch their packages of papers by express than to send them at the government rate of one-cent a pound—a proof that the railroads grant to express companies more favorable rates than the Postoffice Department is able to obtain. If President Roosevelt wishes to add to the laurels he has already won as a reformer let him start an investigation on the question of railroad compensation for the transportation of mail matter. There can be no doubt as to the right of the government to have a voice in regulating these rates since it is a party to them. And incidentally it might not be a bad idea to keep George Bruce Cortelyou at the head of the department where the knowledge he has acquired as Postmaster-General could be turned to some profitable account.

THE FLAT RATE IN RAIL-ROADING.

The announcement of President Cassatt that all passes, rebates on fares and other forms of free transportation are to be abolished by the Pennsylvania Railroad removes what has unquestionably been one of the greatest barriers to the building of new passenger traffic through advertising. The Reading and Central Railroad of New Jersey have taken similar action, and it is reasonable to presume that eventually all American

railroads will reach the same basis. Advertising has had a part in bringing about this reform of a great abuse, for since railroads began to use newspaper space liberally in the large cities it has been necessary for them to pay advertising bills in cash, and some of the Western roads now look forward to that happy time when all their advertising will be on a cash basis, like that of any other great business industry. Free passes have undoubtedly had a harmful action on results from railroad advertising, for as long as railroads have been conducted in this country the public has known that a certain proportion of passengers were carried free under one pretext or another, and there has always been hesitation to travel unless some method of securing passes or a reduced fare could be found. An official of the Pennsylvania is quoted as saying that it takes a train of ten coaches every day, including Sunday, to carry the passengers holding free passes on that company's lines east of Pittsburgh. Passes have been sold, loaned, exchanged and otherwise trafficked in, to the demoralization of regular passenger business, and the state of affairs has reached a point where the passenger desirous of traveling for pleasure, and paying the full cash fare, therefor, has looked upon himself as something of a victim, if not a fool—and he really is both. The free pass has done as much as any other one thing to foster the ticket scalper, for the latter thrives because the public knows that regular cash fares are something to be avoided, and that nobody need pay them unless he is especially unfortunate in getting an inside rate of some character. No other industry in the country has such vague prices for its product as the railroad, and the consequence has been a public distrust much like that of advertisers toward newspapers and magazines that have secret rates. Consequently, the man who would never question the price of a heating furnace, or an automobile, or a piano, hesitates before taking a trip to Colorado or Califor-

nia. Others get rates below the regular tariff or free passes or other favors, and he wants them. If railroad fares were all cash and all flat he would pay them as a matter of course. This distrust has acted as a drag on the results of the wide travel advertising railroads have done the past five years, and will continue to act as such until an absolutely railroad flat rate is established and the public is taught that no political or newspaper influence can be brought to bear to secure a lower rate, that politicians must pay fare as well as plain citizens, and that even the President, when he travels, pays fare or has it paid by the government. The President of France buys his ticket like anyone else when he goes on a tour, and the pass abuse is said to be almost unknown abroad. Steamship fares offer a wide variety of rates, but chiefly the result in differences of time and accommodations. This may be a not altogether unimportant factor in the large European travel which Western railroads are trying to offset by advertising Western tours. Travel advertising even under present conditions is remarkably productive, and its future is bright. But until tourists are certain that the square deal prevails in railroad fares there will always be a counter influence working against railroad advertising. The American public has always shown readiness to buy the best and pay a good price for it as long as it is sure that nobody is getting a lower price. When it has this assurance in railroad rates, when all railroad advertising is done on a cash basis and all publishers who have need to use transportation pay for it in the coin of the realm, then there will be better transportation advertising, and more of it.

The greatest harm that has ever befallen advertising as an honest business force—is the practice of swapping space. In this pernicious process somebody is always outwitted—premeditatedly.

C. J. Z.

MR. ALBERT M. THORNTON, with offices in the Penn Mutual Building, 24 Milk street, Boston, Mass., has been appointed New England representative for *Spare Moments*.

BERT BALL, well-known as a department store advertising man in St. Louis, has taken charge of the advertising of the Siegel-Cooper store, New York.

I AM a believer in the specialized trade paper for the simple reason that it produces information for the trade with the least possible waste.—*John A. Hill of the Hill Publishing Company, New York.*

THE Philadelphia *North American* has appointed W. E. Willis, late of its local staff, to take charge of its New York advertising interests, succeeding L. C. Straus.

TRADEMARKS.

A trademark is such, in a strictly legal sense, only when it is attached to the merchandise for which it is used, but in practice a broader rule prevails, and property rights in trademarks used only in advertising are protected by courts of equity.

The internal revenue bureau's regulation respecting alcoholic medicines will not become effective until April 1 so far as retail druggists are concerned. Retail dealers have stated that large losses would occur to them if the ruling were made effective sooner, as they must have time to clear old stock.

THE far-sighted publisher of a trade paper is now doing everything to help his advertisers to get results and he takes upon himself, in rare instances, the entire expense and the responsibility for the copy of his patrons. He not only prepares copy for them, but insists that the advertisements shall be changed frequently, and presenting some new phase of the business or product advertised, in each.

THE great man is not so great as folks think, and the dull man not so stupid as he seems. The difference in our estimate of men lies in the fact that one man is able to get his goods into the show window, and the other is not aware that he has either the show window or the goods.—*Elbert Hubbard.*

THE Ad Club of Western New York and Ontario will resume its regular meetings after the first of the year. Mr. Guy W. Ellis, advertising manager of the *Rochester Times*, has been appointed secretary-treasurer in place of F. H. Green resigned. The Ad Club has a membership of approximately 200 and combines in its membership the leading advertising men of Western New York and Ontario as well as a large non-resident membership. The January meeting will be held in Rochester, N. Y., on which occasion addresses will be given by some prominent advertisers. A meeting is also planned for Toronto to accommodate the Canadian members of the club.

THE editor of *The Hardware Trade* comments favorably on a window display of wrenches, screw-drivers, pliers, hammers, and other common tools that every man has occasion to use at one time or another in his own household. "Why not make up a list and advertise them?" he says, and suggests "House Tools" as a good head-line for such an advertisement.

PRINTS ITS FORMULA.

As a reply to the attack of *Collier's*, the proprietors of "Orangeine" are printing small newspaper ads in which the ingredients of that preparation are given. "Orangeine" is, according to its makers, composed of nux vomica, acetanilid, bicarbonate of soda, podophyllin (mandrake), iris versicolor (blue flag), and caffeine, balanced in a five-grain powder.

In its Christmas advertising the Fair, Chicago's big department store, has made a feature of advertising that all articles bought by charge customers before December 15 will be charged to their January accounts, thus relieving the traditional pressure on the December budget.

THE Postoffice Department explains its ruling regarding newspapers that print lists of prize-winners at euchre and other parties, stating that such lists are held to be in violation of the law only where an admission fee is charged to the party. It is recommended that newspaper publishers refrain from printing lists of prizes of all affairs where an admission fee is required.

TROUBLES OF TRANSLATION.

French-Canadian publishers complain because they are expected to translate all English advertisements sent them for insertion, says *Publicite-Publicity*, the Montreal advertising journal. In Montreal the commission paid to agents is 15 per cent. Country papers pay 25 per cent and cannot afford the luxury of an expert translator. The same English copy is sent, say, to thirty French papers. Why, the publishers ask, should thirty persons be required to do the work that one can and should do in an agency? In the office of a small French paper the work of translating is turned over to a lad whose salary is \$2 or \$3 a week. He does not know much English and he does not care whether he makes a good translation or not. It is considered fortunate by the publishers that so few of their general advertisers know enough good French to tell a good translation from a bad one. Since good copy is one of the essentials of effective advertising the translations should be made under the immediate direction of the agents, so that advertisers may have the benefit of that "experience" upon which agents' prospectuses lay so much stress.

DEALERS who have suffered from the competition of the mail-order, or catalogue houses, have invented a new name for these concerns. They call them "cat houses."

HOT COFFEE FOR COUNTRY CUSTOMERS.

The proprietor of a retail shoe store in Southern Wisconsin advertises as follows: "Our plan of serving hot coffee to farmers will hold this year as last. We shall serve each week, beginning December 1st, hot coffee to all farmers and persons living out of town. People in town can have it too. We shall serve each week hot coffee from 10.30 a. m. to 4.30 p. m., absolutely free to every person visiting our store. It makes no difference whether you purchase shoes or not, so do not let that keep you away. What can be more exhilarating than a cup of hot coffee when the air is full of Santa Claus cheer? Make our store your headquarters when in town."—*Boot and Shoe Recorder*.

For the purpose of attracting trade to their city the merchants constituting the Grand Rapids (Michigan) Board of Trade have established permanent every day excursions into Grand Rapids. Buyers visiting this city and making purchases of from \$100 upwards are entitled to a rebate equal to one-half of their railroad fare, provided the distance traveled is not over 50 miles. Those living within a radius of 100 miles are required to purchase at least \$200 worth of goods in order to obtain the half-fare privilege, and so on up to a radius of 250 miles, the purchases in this instance being fixed at a minimum of \$500. Buyers can obtain from any member of the Board of Trade from whom purchases are made a "Purchaser's Certificate," presenting or remitting same to the secretary of the board, who is authorized to refund one-half the round-trip fare if the aggregate of all purchases made in Grand Rapids equals the minimums set forth above.

THE PHILADELPHIA "FARM JOURNAL" JOINS THE STAR GALAXY.



The *Farm Journal* has sought and obtained the Guarantee Star of Rowell's American Newspaper Directory. The certificate was issued December 8, 1905. The monthly average issue of the *Farm Journal* for 1905 is 563,266 copies.

The complete roster of the Star Galaxy to date is as follows:

ILLINOIS.

Chicago.....Daily News.
Chicago.....Record-Herald.
Decatur.....Daily Review.
Peoria.....Star.

MINNESOTA.

Minneapolis.....Journal.
Minneapolis.....Tribune.
Minneapolis.....Farm, Stock and Home
Minneapolis.....Svenska Amerikanska
Posten.

PENNSYLVANIA.

Philadelphia.....Bulletin.
Philadelphia.....Press.
Philadelphia.....Farm Journal.
Pittsburg.....Post.
West Chester.....Local News.

NEW YORK.

Buffalo.....Evening News.
Troy.....Record.

CALIFORNIA.

Oakland.....Herald.

COLORADO.

Denver.....Post.

DISTRICT OF COLUMBIA.

Washington.....Evening Star.

IOWA.

Sioux City.....Tribune.

MARYLAND.

Baltimore.....News.

MASSACHUSETTS.

Boston.....Globe.

MISSOURI.

Kansas City.....Star.

NEBRASKA.

Lincoln.....Daily Star.

NEW JERSEY.

Red Bank.....Register.

OHIO.

Akron.....Beacon Journal.

SOUTH CAROLINA.

Columbia.....State.

TENNESSEE.

Knoxville.....Journal and Tribune.

VIRGINIA.

Richmond.....Times-Dispatch.

WISCONSIN.

Racine.....Wisconsin Agriculturist.

CANADA.

Toronto.....Mail and Empire.

Montreal.....Star.



The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear, after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ADVERTISEMENTS OF AUCTION SALES SHOULD BE SPECIFIC.

A recent number of the *International Auctioneer* reprints in parallel columns two advertisements of auction sales—one of which drew but 28 persons to the salesroom while the other attracted more than 300 bidders. Both advertisements announced a sale of household furniture. In the successful ad a list of the various items to be disposed of was given while the other was general in its nature, merely specifying that the articles to be sold would consist of the contents of "a parlor, dining-room, kitchen, pantry, hall, office and three well-furnished bed-rooms." The moral would seem to be that the pulling power of an advertisement that enters into details is infinitely greater than one that fails to do so.

A CHARITY-INSURANCE PLAN.

From the Foreign Christian Missionary Society, Cincinnati, comes a booklet descriptive of a unique plan that society has put into operation to secure bequests. The organization receives from its devotees sums ranging from \$100 to \$25,000, and pays interest thereon to the donor in the form of an annuity during his or her life. Upon death of the donor, the principal passes to the society without further obligation.

AN UNUSUAL APPEAL.

Capper & Capper, the Chicago haberdashers, make an unusual appeal in their Christmas advertising in the Chicago *Record-Herald*. Many large firms, banks, railroad corporations, etc., make a practice of giving holiday presents to their employees. Capper & Capper call attention to their cravat and glove certificates, issued for any amount, as a convenient form of souvenir for such purposes, and one that leaves the recipient of the gift free to make his own selection.

THE ADVERTISING VALUE OF PRACTICAL DEMONSTRATION.

Practical demonstrations of the utility of certain articles have been effectively used in many lines of trade but it would seem difficult to apply this mode of advertising to the plumbing business. A writer in *The Metal Worker, Plumber and Steam Fitter*, however, is authority for the statement that good results can be obtained by such methods. The writer in question, a resident of a rural town, tried for a long time without success to induce property-owners in his locality to install modern plumbing in the houses they had for rent, but was invariably met with the answer that tenants would not stand an increase of rent sufficiently great to justify the cost of the improvement proposed. "I tried to reason with the owners, but they were firm in their convictions, and two or three years ago there was not a rentable house in this locality that was equipped with up-to-date plumbing. In order to show them that something of the kind could and should be done I purchased a two-family house that had been rented for a number of years at about \$12 a month to each family. There was a fair return for the money invested at this rental. In this house I placed a modern system of plumbing and then offered the house for rent at \$15 a month for each family. It surprised many of the old house-owners to see

how quickly this offer was snapped up. The house was barely ready for occupancy before both apartments were taken at the advanced rental. The extra \$72 a year was a handsome return for the money invested in the improvements but I had another purpose in mind. It brought about changed views regarding the investment return, and for the past two years I have been quite busy installing work of this character. It is my opinion that if plumbers in localities where there are similar needs would do likewise they would find that householders would, without exception, respond to hold their tenants."

ADVERTISING TOBACCO IN CHINA.

The British-American Tobacco Company is one of the most active foreign concerns in China, according to the *Consular Reports*. Good progress is being made in reaching the Chinese smoker by advertising. Heretofore there has been little advertising in China along the lines common to the United States. The imposing array of field advertising signboards which now line both sides of the railroads in Japan, being even more spectacular and showy than those along the lines between Washington and New York, for instance, has not yet reached China. In the endeavor to push business, in an advertising way, in China, one of the chief difficulties has been the lack of hotel accommodations. To meet this the British-American Tobacco Company is to provide special cars on land and house boats on rivers. The ordinary passenger car will be converted into a combination office and sleeping section, dining room, kitchen, servants' quarters, and advertising-material room. The car will be supplied with provisions and servants as well as interpreters, and will move from place to place throughout the country where there are railroads. The house boats will, in a similar capacity, serve the river cities and towns.

FORMAL INDICTMENT OF E. G. LEWIS.

E. G. Lewis, publisher of the *Woman's Magazine*, St. Louis, with F. J. Cabot and William E. Miller, of the Lewis Publishing Co., have been indicted by a Federal grand jury for alleged misrepresentations in connection with the People's United States Bank. Mr. Lewis welcomes the indictments as the first opportunity he has had of stating his side of the case.

CO-OPERATIVE STORES.

Commenting upon the success that co-operative stores have achieved in Europe, and the failure that has attended the attempts to establish such stores in this country, the *New York Journal of Commerce* says:

"The fact is, this is not a country of economy and close calculation, or of co-operation to save cost, because of its large natural resources that are only partly developed, and the constant demand for labor in their development and in the exchange of products. All classes with moderate incomes are apt to be easy-going and wasteful, and in the lavish spirit that prevails all sorts of producers and traders calculate upon liberal profits and get them without sufficient pressure upon consumers to induce them to combine or associate to produce or trade for themselves to save expense. There is a tremendous amount of waste and loss, which in a more advanced stage of development, with the pressure of population upon area and resources, would be saved by co-operative effort. The same cause that has made us neglectful of the means of securing foreign trade in competition with other countries has begotten a lack of economy in our methods of conducting domestic industry and trade. There has been plenty of combination to secure large profits by producers, but little co-operation for saving cost and increasing supply among customers. A sufficiently stimulating incentive has been wanting."

A SUCCESSFUL newspaper must have the independence and courage to stand for the best in all things.

THE TRADE JOURNAL AND ADVERTISING.

We are living in a strenuous age and the man who would achieve success in his calling or vocation must, of necessity, be up and doing. The manufacturer or merchant who hopes to be "in the running" must avail himself of every legitimate means of advancing his business. Observation and experience extended over a number of years, clearly demonstrate that the successful business man is not the one who "hides his light under a bushel." It is pretty generally recognized to-day that publicity is essential to business success, and more and more each day is the conviction forced upon all that this is the age of advertising. Turn where we may we are confronted with the advertisement of the progressive up-to-date business man—in the street cars, on the dead walls and fences, and more especially in the pages of the various newspapers, magazines and trade-journals. Publicity is the watchword of the day, and the manufacturer or merchant who fails to make known to the general public the merits of the wares he has for sale is the man who, in almost every instance, is going to be left behind in the race.

The trade paper is gradually becoming recognized as practically indispensable to the up-to-date merchant who would keep up with the times. While to those outside the particular trade or business it represents the trade journal may be of little interest, but it is the one journal that is carefully read by those engaged in the business of which it is the organ or mouthpiece. In its pages they seek and obtain valuable information regarding their business, and it is in this fact that the live manufacturer and wholesale merchant will see his opportunity to reap the best returns from the money expended in advertising in his trade paper.—*Canadian Bookseller*.

A TYPOGRAPHICAL YEAR-BOOK.

The Republican Publishing Co., of Hamilton, Ohio, announces its intention to issue a "Graphic Arts and Crafts Year-Book" soon as an annual review of the progress of printing, lithography, engraving and papermaking. Most European countries, it is stated, have such annuals, and thousands are brought into the United States. Special attention will be given to three-color in the American year-book, and a summary of articles by leading printers, to be published in the first issue, is given in an advance announcement.

GOOD RESULTS FROM CHARITY ADVERTISING.

Last summer the New York Association for Improving the Condition of the Poor made an experiment in advertising for funds in daily newspapers, printing display announcements regarding its work in the *Sun*, *Times*, *World*, *Outlook* and other mediums. In its annual report, just issued, the secretary says:

To pay for the privilege of announcing social needs and constructive social work seems indeed a hardship. Shall we wait therefore until the newspapers and magazines are willing to allow charitable appeals all the space they need, or shall we buy the privilege of printing what we need, in our own time, in our own language, and as often as seems to us necessary or expedient? That British philanthropy has chosen to advertise is proved by fifty-two insertions in a single issue of the *London Times*. Desiring to test this method, our association advertised last July and August in the daily papers and in several weekly magazines, the needs of its Fresh Air Fund. The first appeals were inserted in those dailies that had printed the last free appeal. The weeklies printed illustrations. In summer hotels several hundred calendars were placed. The expense of the experiment was borne by a small invested fund rather than by current contributions. For these appeals \$676 was expended. We gained in direct response to them \$2,309 from 245 individual contributors, besides numerous friends who aided through fairs and entertainments. The direct return is larger than could have been expected from the same amount spent in any other form of appealing that we know. The indirect return it is hard to tell, but we feel that the mention of our work for several days in succession during the hot weeks must have reminded many of an intention earlier formed to give something for Sea Breeze. The results lead us to regard the paid advertisement as an effective and economical means of enlightening and interesting hundreds of thousands, whose store of sympathy and aid is never reached by other forms of appeal.

SAKS BOOKLETS.

Four fine pieces of literature come from Saks & Company's store, New York City. One is this year's elaborate catalogue of automobile apparel, containing nearly 200 pages of pictures taken on models, showing garments for men and women, with accessories. A clever device is the use of a background which gives all the illustrations in the book uniformity. The store's offerings in livrery are shown by means of fine half-tones on large-paper slips, held together in an envelope. Several reproductions of paintings decorate the booklet announcing a private exhibition in the Saks picture galleries, and a fourth booklet is one for Christmas mail-order trade, showing by half-tone and description one hundred specially appropriate gift articles for both sexes.

THE AGATE CLUB DINES.

At the annual dinner of the Agate Club, Chicago, Tuesday evening, December 5, there was a large attendance in the Auditorium Hotel. President C. H. Stoddart welcomed the guests. Among the speakers were Mayor Dunne, of Chicago; Rev. R. A. White, George P. Rowell, Dr. Shailer Matthews, editor of the *World To-Day*, and Lafayette Young, of the *Des Moines Capital*. The Agate Club's dinners are an event in the advertising world, and its membership includes some of the leading agency men and advertising managers in the Windy City. The list of members is as follows:

A. H. Billingsale, W. H. Black, R. E. Briggs, Wm. Boyd, W. A. Carroll, Edwin W. Chandler, Edward S. Cone, J. A. Dickson, A. E. Dunn, W. R. Emery, Geo. L. Emrich, H. M. Ford, Joseph A. Ford, Rufus T. French, C. A. Goodwin, Edward W. Hazen, George B. Hische, O. McC. Howard, R. G. Howse, Jr., Karl V. S. Howland, H. N. Kirby, C. T. Lamb, F. E. Mann, A. D. Mayo, B. E. Moreland, W. H. Merritt, F. P. K. Oldfield, E. C. Patterson, H. E. Patterson, H. R. Reed, John D. Ross, H. P. Ruggles, Everett Sisson, H. G. Sommerman, C. D. Spalding, R. T. Stanton, C. H. Stoddart, Frank Thomas, Pierce Underwood, James E. Verree, E. S. Wells, Jr., Frank S. Whitman, Russell R. Whitman, Elmer Wilson. Auxiliary Members—Lynn S. Abbott, B. D. Butler, Chas. J. Chapman, J. J. Hazen, W. J. Kennedy, Otto Koenig, W. A. Trowbridge. Honorary Member—Thomas Balmer.

THE man who advertises is the man who realizes.

IN ACCORD WITH BOK AND COLLIER.

At the meeting of the Proprietary Association of America, held in New York City on December 4 and 5, 1905, the following resolutions were adopted:

RESOLVED, That this association thoroughly disapproves of any effort on the part of any persons or firms, members of this association or not, to market as medicines any articles which are intended to be used as alcoholic beverages or in which the medication is insufficient to bring the preparation properly within the category of legitimate medicines.

RESOLVED, That the Legislative Committee be and is hereby instructed to earnestly advocate legislation which shall prevent, the use of alcohol in proprietary medicines for internal use in excess of the amount necessary as a solvent and preservative.

RESOLVED, That the Legislative Committee be also instructed to continue its efforts in behalf of legislation for the strictest regulation of the sale of cocaine and other narcotics and poisons or medicinal preparations containing the same.

RESOLVED, That this association urges upon its members the most careful scrutiny of the character of their advertising and of claims for the efficacy of their various prescriptions, avoiding all over statements.

MORE BOOKS WANTED.

21 KIRK ST.,

CLEVELAND, Ohio, Nov. 10, 1905.

Editor of PRINTERS' INK:

Ever since I picked out advertising as my life work, some years ago, I have gradually been accumulating a library on this and allied subjects that has grown to quite sizable proportions. As you know, such books often do not get into general catalogue adlists. It occurs to me that you may be able to tell me of some good books that have not yet been brought to my attention. Will you please send me a list of all the good books you know of interest to the advertising man, such as Advertising, Selling, Advertising System, Printing and such subjects. I would like to have price, author, and either publisher or where the books can be obtained, if it would be possible for you to give me such information.

Yours very truly,

E. B. BROWN.

HILL AND HELL—BUT MIGHTY USEFUL.

Mr. CHAS J. ZINGG,

Editor of PRINTERS' INK,

10 Spruce St., N. Y. City.

MY DEAR SIR—I have your circular about the establishment of an advertising paper, or a paper about advertising devoted to the trade press, perhaps a new paper and perhaps one edition of PRINTERS' INK, with numerous questions about what I think of it.

Please brace yourself against something now and take what I've got to hand you. In the first place, the trade press needs a paper, and it's going to have one. In the second place, I

haven't the least idea in the world that there's anybody connected with PRINTERS' INK that has any more correct idea of running this paper than an eleven-year-old boy. In the third place, I think perhaps you might learn, or hire somebody that knows how. In the fourth place, PRINTERS' INK will have to be born again before it can have its finger in this pie successfully. In the fifth place, it will have to be printed in a different place from PRINTERS' INK, by a different printer. PRINTERS' INK can't print; its reading columns are the delight of spectacle makers, and its half-tones have frightened children into fits.

Now if that will hold you still for a minute I might tell you something. "Trade Press" is a great big blanket with a h--- of a lot of holes in it, and doesn't mean anything. A paper devoted to the trade press will not be successful, in my judgment, because the so-called trade press is divided into several classes, as distinct as general newspapers and technical papers. The purely trade paper—commercial paper—that deals in prices; that appeals only to the merchandising end of affairs has very little in common with the technical paper—and that is the "thick" end of the so-called trade press.

This field needs a monthly exponent to talk publicity to its advertisers, and to talk it right. But the man who does this work successfully must have a mission to fulfill and must know what that mission is. He must have ideals of technical papers, and try to bring the whole rank and file somewhere near those ideals. He has got to be able to make the paper of value to the people who advertise some in these technical papers. He has got to be satisfied with a comparatively small circulation. He has got to be satisfied with very meagre returns from the people who ought to advertise with him. Some of the best ones will advertise well; but the rank and file will be suspicious of him as long as he lives. But if the thing is done, and done fairly well, it will be successful. It can never be done by any PRINTERS' INK methods. It can never be done by buying contributions from Tom, Dick and Harry, who have a lot of opinions and very little experience, or whose plans and specifications are out of the back of their heads instead of out of the school of experience.

This paper will have to be a one-man concern, and it will revolve around a strong personality. If you hunt that fellow up, or if you are that fellow yourself and will go to school awhile in the technical paper field, I think you will win out. You might as well try to feed an ordinary athlete on Mellins' Food, as to give the advertiser in the technical and trade press the "hog wash" that is published in the so-called advertising journals of to-day, including your own.

Come up here when you get mad enough, and I will tell you a lot of things.

Yours very truly,

JOHN A. HILL, President,
Hill Publishing Company.

A REPUBLICAN daily newspaper is to be started at Birmingham, Alabama, by a gentleman who evidently shares Mr. Carnegie's view about the disgrace of dying rich.—*Washington Post*.

LEWIS MARRIED.

E. St. Elmo Lewis, managing editor of the *Business Man's Magazine*, of Detroit, and formerly an advertising man in Philadelphia, was married recently in Detroit to Miss Maude Rose Wherry, of that city.

A \$50 PRIZE OFFER.

Attention is invited to the advertisement on page 47 wherein a prize of fifty dollars is offered for the best solution of the problem presented. Interested parties should not merely consider the prize money, but the usefulness of the mental exercise which comes from grappling intelligently with such questions. The name of the winner will be published in PRINTERS' INK after the prize has been awarded.

ONE RULE WITH NO EXCEPTION.

From the Norway, Me., *Oxford County Advertiser* comes the following query, in regard to the article on "Five Weeklies of New York that Succeed," which appeared in PRINTERS' INK, issue of December 6th:

Is this article published by you without expense from the five papers? Is it done free, with the object to induce other papers to give definite circulation statements?

For the benefit of the *Advertiser's* publisher, and all others who may be interested, it is stated that space in the reading columns of PRINTERS' INK is never for sale. Articles which appear in the reading columns are given a place only when the subject matter is believed to be of value to the readers of the paper. No person will have any difficulty in easily distinguishing between reading matter and paid advertisements in PRINTERS' INK.

It may be stated here that no "inducement" is needed, apparently, to persuade Mr. Sanborn to furnish a statement of the *Norway Advertiser's* circulation. The figures have been coming annually for ten years, without a single lapse, and show an average for 1904 of 2,729. If five county weeklies of Maine were to be chosen for an article similar to the New York article, it would appear quite possible that the *Oxford Co. Advertiser* might be found among the number. In no other State are so large a portion of the publishers willing to give definite and accurate circulation statements than in Maine and the editor of Rowell's *American Newspaper Directory* asserts that no circulation statement made by a Maine publisher has ever been controverted.

THE SPACE CLUB.

At the election of the officers of the Space Club of Chicago held December 4th, 1905, the following were elected to serve during 1906: President, L. B. Sherman of the *Railroad Gazette*; Vice-President, H. B. Abbott of the *Street Railway Journal*; Secretary, L. A. Greene of the *Mining and Scientific Press*; Treasurer, J. N. Reynolds of the *Railway Age*. The secretary's report showed a total membership of fifty, made up of thirty-five active, nine non-resident, five associate and one honorary member. This club was organized October 4, 1901, and is composed of advertising representatives of technical journals. It has had a steady and healthy growth and is one of the strong organizations that stands for all that is good in advertising. During the past year at each meeting interesting addresses have been given by representative men on engraving, printing, copy and other subjects of interest to advertising men. A great many of the managers of publicity connected with the manufacturing concerns of Chicago and vicinity have been entertained by the club. Its meetings are held the first Monday evening of each month at the Hamilton Club.

PAPER AND POTTERY JOURNALS.

POUGHKEEPSIE, New York, Dec. 9, 1905.
P. O. Box 173.

Editor of PRINTERS' INK:

Will you please be good enough to give me the names and addresses of paper makers' trade journals and porcelain and pottery trade journals, and oblige.

Yours truly,

G. H. CLAPP.

In Rowell's American Newspaper Directory, 1905 edition, the following publications are classified under "paper, stationery, printing, bookbinding, box making, stamps, engraving, electrotyping and lithographing:"

California—Oakland, Printer, Monthly "INK."
Dist. of Columbia—Washington, International Bookbinder, Monthly H

Illinois—Chicago, Paper Trade, Weekly "INK."
Chicago, Allied Printing Trades Journal Monthly "INK."

Chicago, Box Trade Journal, Monthly "INK."
Chicago, Commercial Stamp Trade Journal Monthly I

Chicago, Inland Printer, Monthly 18,822
Chicago, National Printer Journalist Monthly 5,000

Chicago, Shears, Monthly "INK."
Chicago, Western Stationer, Monthly
Chicago, Engraver and Electrotypist, Bimonthly "INK."

Indiana—Indianapolis, Deutch-Amerikanische Buchdrucker Zeitung, Semi-m'ly "INK."
Indianapolis, Typographical Journal, Monthly 43,675

Massachusetts—Boston, Press and Printer, Bimonthly I
Boston, New England Printing Trades Journal, Monthly

Cambridge, Printing Art, Monthly 5,091
Springfield, New England Stationer and Printer, Monthly

Missouri—Kansas City, Pointers, M'ly "INK."
St. Louis, American Pressman, Monthly I
St. Louis, Progressive Printer, M'ly 5,000

New York—Buffalo, Process Review, Monthly
New York—Manhattan and Bronx,

American Stationer, Weekly I
Geyer's Stationer, Weekly "INK."

Paper Mill and Wood Pulp News, Weekly I
Paper Trade Journal, Weekly I

Bookseller, Newdealer and Stationer, Semi-monthly G

United States Paper-Maker, Semi-monthly "INK."

American Printer, Monthly I
Paper Box Maker and American Bookbinder Monthly "INK."

Pennsylvania—Philadelphia, International Printer, Monthly

Wisconsin—Milwaukee, Packages, M'ly 6,000
Ontario, Can.—Toronto, Bookseller and Stationer, Monthly H

Toronto, Printer and Publisher, Monthly I
Toronto, Pulp and Paper Magazine, M'ly

Under "crockery, glassware and pottery" the following trade journals are listed:

Illinois—Chicago, Glass and Pottery 'World, Monthly I

New York—New York—Manhattan and Bronx,

Crockery and Glass Journal, Weekly I
China, Glass and Pottery Review, Monthly "INK."

Pennsylvania—Pittsburg, China, Glass and Lamps, Weekly "INK."
Pittsburg, Commoner and Glassworker, Weekly I
Pittsburg, National Glass Budget, W'kly I.

Below is given a key to the letter ratings of circulation that appear in these columns. A letter rating signifies that the publisher of the paper did not see fit to comply with the Directory's request for a detailed circulation statement:

Exceeding four thousand..... G
Exceeding twenty-two hundred and fifty..... H
Exceeding one thousand..... I

A letter rating indicates that the average issue of the paper is not supposed to exceed a thousand copies, which is the advertiser's unit of value. Papers with 100 or 200 subscribers generally demand about as much for their advertising space as is asked by others issuing 800 or 900 copies. They frequently occupy exclusive fields which some advertisers deem of special value.

THE PHILADELPHIA BULLETIN IS FIRST.

The first congratulatory telegram aent the incorporation of the Printers' Ink Publishing Company was received from the Philadelphia *Bulletin*. The Little Schoolmaster answered as follows:

The new company will serve the public, honest publisher with the old fidelity and vigilance.

And that is the answer to all those publishers who have a warm spot in their hearts for PRINTERS' INK and Rowell's American Newspaper Directory. The keynote in this office is, and always will be, conscientious service to advertiser and publisher.

Nor a bad scheme is that of the J. Stevens Arms & Tool Company, of Chicopee Falls, Mass., described in *The Tradesman*. This firm furnishes free to dealers stout manila envelopes in which small loose parts of Stevens firearms can be sent by mail to customers. The face of the envelope contains the imprint of the dealer, lines for the address and an advertisement of the firearms manufactured by the Stevens Company.

PRINTERS' INK is the leading advertising paper in the country.—Geo. H. Daniels, Manager, General Advertising Department, Grand Central Station New York, December 13, 1905.

WHEN a prospective purchaser sees the advertisement of a business concern in a reputable publication it fixes that concern's identity.—*Washington Star*.

IN ANDERSON, IND.

ANDERSON, Ind., Oct. 9, 1905.

Editor of PRINTERS' INK:

In a separate wrapper I enclose a copy of our Sunday paper of yesterday, my purpose being to show you the enormous amount of local advertising carried. It is no "spread" edition, merely a sixteen page paper such as we issue every Sunday, but we carried a little more advertising than usual and I thought you might like to see it.

The *Herald* makes an affidavit of 2,850 circulation, and so promising is the outlook that it would go so far as to guarantee, the guarantee meaning money refunded if the promise is not realized, that the average for the coming year will go upwards of three thousand. Under the present management our press-room has always been open to advertisers or even competitors. Only a few days ago the *Herald* took pleasure in escorting the business manager of the *Evening Bulletin* through the press and mailing room and voluntarily intruded upon his time long enough to show him all the mailing galleys of the *Herald's* nine hundred rural route subscribers. The *Herald* has more rural route subscribers out of Anderson than all other Anderson and metropolitan papers combined.

I have been a careful and interested reader of PRINTERS' INK for a number of years, and we are trying to measure up on the *Herald* to every principle it lays down. I think it is largely due to this that we carry so much local advertising.

Yours truly,

EDWARD C. TONER,
Pres. and Treas. *Herald* Pub. Co.

If the *Herald* believes it measures up to every principle laid down by PRINTERS' INK, it is mistaken. One of the Little Schoolmaster's cardinal principles is to place on file every year with Rowell's American Newspaper Directory a detailed circulation statement, thereby insuring a figure rating in the Directory. The *Herald* has never made such a statement. An examination of the 1905 Directory shows that the *Herald's* publisher asserted in 1900 that its circulation had not been so low as 1,000 for five and one-half years. That is the nearest that the *Herald* ever came to a definite statement. Its present is 1, signifying a circulation in excess of 1,000. If the *Herald* believes that its average circulation for the year will exceed 3,000, it may see the advantage to be gained by the adoption for its own use of the principle of PRINTERS' INK set forth above.

THE successful advertiser is the one whose advertisements read, "I am talking to you, personally, Mr. Reader."

THE SUNDAY NEWSPAPER.

336 MAIN STREET,
DARVILLE, Ky., Nov. 8, 1905.

Editor of PRINTERS' INK:

I write to secure information concerning the history of the development of the Sunday edition of our daily newspapers.

What I most desire is to know its origin; what caused its existence (whether it sprang into being from some imperative demand for regular daily news or from a religious motive); what is the comparative cost of publishing the Sunday issue and the daily? A comparison of their reading matter. Is the "news" in the Sunday issue as carefully compiled? Are the editorials as carefully written? Or does it depend mainly for its existence upon its other features? Any information upon the subject or any suggestion as to where I may obtain it will be very thankfully received.

Very sincerely,

DR. J. R. COWAN.

The New York *Herald* was the first Sunday paper published in this country in connection with a daily. It was the Civil War that gave the Sunday paper an impetus. An imperative demand for the news created it. The news of the Sunday editions is just as carefully compiled as it is in the week-day editions. Competition and demand for an up-to-date paper compel this. The same view holds probably good regarding the quality of editorials. Many of the Sunday papers are prodigies in their way and it is almost a miracle that they can be produced and delivered at so low a price—generally 5 cents. They contain more than double the matter to be found in the largest magazines and it is strictly up-to-date. These modern papers derive their main income from advertisements. The Sunday paper is an American institution and scarcely exists elsewhere.

Gen. Chas. H. Taylor, publisher of the Boston, Mass., *Globe*, voices the opinion that the price for the Sunday paper ought to be raised to six cents, if it is to maintain its present bulk and standard of quality. The publisher of the *Globe* thinks part of the burden to produce the Sunday paper should be put upon the readers. So far, other publishers do not seem to be much interested in the plan suggested by the General.

\$50.⁰⁰ Prize Offer.

A compensation of Fifty Dollars will be paid for the best solution of the problem appearing below. An answer to each of the questions should be given, together with full explanation why such answer is made. A general recommendation for improving the system of advertising should also be given. Solutions may be mailed to "Proprietary," care of Printers' Ink, 10 Spruce St., New York. Promising solutions will be submitted to the Editor of Printers' Ink, who will decide to whom the award shall be made. Names of contestants will not be given when solutions are submitted to Mr. Zingg.

A manufacturer of a proprietary article selling to horse owners and stockmen is accustomed to advertise in a small way through the Agricultural Press. This preparation is sold by retail dealers in all parts of the United States, the trade being supplied by wholesale dealers. All packages bear a very apt and attractive trade-mark, easily remembered. The merit of the article is unquestioned, and it is recognized by the trade as a leader in its line. This manufacturer has many imitators.

The advertisements used are general and descriptive in character, and are intended to refer readers to retail dealers, to describe fully the name and purpose of the stuff, and to impress upon stockmen the trade-mark, a picture of which is always used.

In addition, an offer is made of a sample box (containing sufficient of the ointment for a very fair test), to be mailed upon receipt of ten cents. The intention of the sample package offer is to give possible customers an opportunity to test the remedy at a time when it is actually needed. Sample packages are reduced fac-similes of the size mostly sold which retails for 25c.

Two-inch single column advertisements, bearing key numbers, are used, and standard mediums only are employed.

Returns show that cost of calls for samples runs from \$4.39 to \$10.05 each, not reckoning sample orders that do not give key numbers, which if counted would reduce cost slightly.

QUESTIONS:

1. Do returns at such high cost warrant a continuance of present policy?
2. Can calls for samples be considered as fairly indicating the number of readers who were interested by the advertising. If so, is not this a failure?
3. Should sample offer be continued?
4. Should more attention be paid to getting calls for samples?
5. Would better results be obtained by increasing space and expatiating upon purposes and great merit of article and upon trade-mark, depending upon general results?
6. If sample offer is continued, should any means be employed to induce persons who have written for samples to call for regular goods at stores, and, if so, what methods should be used?
7. If follow-ups are recommended, state number and outline forms which should be used?
8. If one medium produces direct calls for samples at one-half the cost of another, would it be good policy to increase space in the first, which is of national circulation, and drop the second entirely, which circulates locally in a particularly good and growing field?
9. Given a small appropriation to expend and a large field to cover, should the advertiser use papers of national circulation issuing a great many copies, or mediums having a small circulation in local fields?
10. Is it advisable to issue a "Horse Book" carrying advertising of this preparation, and, if so, in what way may it best be put into the hands of horse owners?
11. Give a general recommendation for improving the system of advertising?

THE PERSONAL TONE IN IMMIGRATION ADVERTISING.

In the wide immigration advertising of the railroads running West and Southwest the Frisco System has been a leader, both in the use of space in newspapers and magazines, and in that other vital

replaced the larger illustrated copy formerly used. Specimens of these talks reproduced here indicate their nature. Besides readability and interest, they gain the effect of continuity that comes from serial advertising.

"Is the young man the chief person to be reached in immigration advertising?" was asked of

Talks to Young Men No. 5

The Great Southwest offers you today richer and closer lands for the profitable pursuit of all branches of agriculture, fruit-growing, cattle-raising and poultry-raising, with many others in the Union.

Time was when the cattle-king of the Southwest needed his hundreds of thousands of acres for the pastures of his equally numerous herds. Now the same land has been reduced to a maximum of the minimum, allowing a maximum of land for producing a maximum of wealth. This is achieved by the fertile Southwest by its public growth of Kaffir corn, alfalfa, cotton and other excellent feeders on which the cattle are fattened. The endless stretches of dry meadows, larger necessary to great migratory herds, are now being converted into permanent pastures. The former herds of the cattle-king are now being converted into permanent pastures.

The demand for cattle was never greater than in the markets today. The great ranches of the cattle-king, however, are now being converted into permanent pastures. The former herds of the cattle-king are now being converted into permanent pastures.

A crop of overgrazing would prove profitable to you. Much lower rates than usual will be made this Fall. On the first and third Tuesdays of October, November and December, round trip tickets will be sold to all parts of the Southwest, via the Frisco System, at 25 per cent less than the one-way rates.

The following are rates to a few of the more important points. Rates to other points are proportionate.

From	To	Rate
St. Louis	Albuquerque	\$12.00
St. Louis	El Paso	\$10.00
St. Louis	San Antonio	\$8.00
St. Louis	Fort Worth	\$6.00
St. Louis	Dallas	\$4.00
St. Louis	Chicago	\$2.00

Write today while you think opportunities are plentiful. Let us help you while the time is right.

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Talks to Young Men No. 1.

The Great Southwest is calling to you—farmer, merchant, manufacturer, lawyer, doctor, carpenter, mechanic, banker, clerk, stock-raiser, coal miner—to every able-bodied man who can do something, and it promises richly for the future.

March 31st next will mark the complete opening to the white man of the vast Southwest, which has been closed to him for centuries. The climate and natural physical blessings generally, not surpassed anywhere on the earth's surface. On that day the last of the trade governments will be dissolved and the few Indians throughout these extensive tracts will become citizens. These lands will then offer to the energy of the white man such opportunities as have not been afforded in the settlement of any other section of the United States. In mineral and timber wealth, in fertility of soil for the most varied crops on earth and in the logical increase in land values incident to the rapid settlement of the country within the next few years.

Backstage one's fortune in the Great Southwest means no such privations as have tried the stoutest of our ancestors. Pioneering there to-day can be accomplished in comfort. It has no uncertainties, no long chances for the man of energy, intelligence and courage, with or without capital. Knowledge means capital in a new country. It is in point demand with capital.

The thousands of people who will strike for themselves during the next decade in this promising country, will have all the need of the more populous centers. The demands of natural development are now rendering the needs pressing.

Do you see your opportunity in supplying or helping to supply these legitimate demands? If so, write me frankly. I will at your disposal the vast information the Frisco System has at its command to enable you to see the place you want.

Much lower rates than will be made this Fall. A trip of investigation prove profitable to you. On the first and third Tuesdays of October, November and December, round trip tickets will be sold to all parts of the Southwest, via the Frisco System, at 25 per cent less than the one-way rates.

The following are rates to a few of the more important points. Rates to other points are proportionate.

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Talks to Young Men No. 24

The possibilities of independence from grape-growing in the Great Southwest are startlingly emphasized in a single recorded instance. In the fruit belt of the Southwest, there were only 630 acres. Last year the owner of this small vineyard gathered from these vines 1,500 pounds of grapes, which were made into wine and sold for \$17.00. Grapes and cuttings sold for the increase from this one acre of fruiting, \$2,800 or \$37.60 per acre. The total expense on the vineyard was \$250.

This is not an isolated case. Any grape-growing in the proper section of the Southwest may duplicate for \$10 an acre. If you see your opportunity in this, write me frankly. I will place you the Frisco System has at its command to enable you to see the place you want.

A trip of investigation would prove profitable to you. On the first and third Tuesdays of October, November and December, round trip tickets will be sold to all parts of the Southwest, via the Frisco System, at 25 per cent less than the one-way rates.

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detail of immigration work, stirring up local aid in the communities to be benefited by new settlers. But by far the most successful of the Frisco System's campaigns has been one that was begun last summer in daily papers throughout the Middle West, in which the plan of printing plain pica talks to young men about Southwestern opportunities has

Mr. Hilton, general passenger agent of the Frisco System, who originated these talks.

"Well, the young man is not the only person to be talked to, but this is an age of young people," he replied. "The world at large is interested in things that are young. There are a number of young men in the more thickly settled sections of this country

who are not satisfied with their lot, and are not earning what their ability and effort would seem to entitle them to. It was thought that a series of direct and forceful talks to them, pointing out the advantages of the Southwest, would hold their interest. And when young men were selected as the object of the advertising, it was with the belief that the ads would be read just as largely by elderly men who are not willing to confess even to themselves that they have grown old.

"The ads appear about twice a week in leading papers throughout Illinois, Indiana, Ohio, Iowa, Michigan, Missouri, etc. At the present time it is our intention to continue them to the end of the year. Possibly ninety per cent of these talks have been addressed to farmers along some line of interest like fruit-growing, general farming, poultry-raising, and so on. For farming is the backbone of immigration advertising. If we can get the farmers, the cities of necessity grow and the business and professional classes follow. We have found these talks to young men the most successful immigration advertising we have indulged in. The inquiries resulting therefrom have been very heavy. In talking of opportunities, too, we have nothing vague to offer, but actual vacancies for almost any desirable person who may write our immigration department stating his requirements. Information is gathered through our agents in the Southwest, and with the help of local boards of trade and promotion committees. It is carefully compiled and listed. All inquiries for farms and lands are referred to our immigration agent, and he replies, giving the applicant as specific information as possible. Suitable literature is mailed. The applicant is also advised that in a short time one of our traveling immigration agents will visit him, and his letter is then referred to the agent in whose territory he resides. It is the duty of this agent to keep at him until he either succeeds, or finds that there is nothing in the

inquiry. If successful, the inquirer is placed in touch with a correspondent in the Southwest who, if he makes a sale to the homeseeker, divides his commission with the immigration agent in the East."

"Is the Middle West the natural territory for immigration advertising, Mr. Hilton? Have you ever tried the Eastern dailies to interest young men in the older cities and States? Have you ever tried advertising to reach the foreign population landing and concentrating in the East? Many of these people are agricultural by training."

"Our advertising has been confined to the Middle West. We have not intentionally avoided the East, but have simply done nothing in the territory east of Pittsburgh or Buffalo. I am therefore unable to express an opinion as to whether it would be profitable or not. As for the foreign-speaking people, I am interested in the project of securing settlers from among them, and have thought it would be very much cheaper to inaugurate a campaign of immigration among emigrants already in this country than to undertake to bring them from abroad, with the expense of ocean transportation. We now have under contemplation a plan for work in this direction.

"In writing these talks particular care has been taken not to exaggerate in the slightest, either in statements of fact or style. It is possible through enthusiasm for a good proposition to set it forth so glowingly in advertising that it will not seem reasonable. This we have avoided. At the present time, from advertising and natural attractions, the Southwest is enjoying an unparalleled tide of immigration, and I am satisfied it will continue because of its productiveness and climate."

The list of mediums in which these talks appear includes twenty-eight dailies and one agricultural journal—the *Orange Judd Farmer*, Chicago. The dailies are as follows:

Chicago Record-Herald, *Chicago Daily News*, *St. Louis Repub-*

lie, Indianapolis *Star*, Cincinnati *Enquirer*, Detroit *News*, Atlanta *Constitution*, Memphis *Commercial Appeal*, Toledo *Times-News-Bee*, Columbus *Journal*, Muncie *Star*, Terre Haute *Star*, Grand Rapids *Herald*, Fort Wayne *Journal-Gazette*, Lafayette *Journal*, Marion (Ind.) *Leader*, South Bend *Tribune*, Peoria *Star*, Bloomington *Pantagraph*, Decatur *Review*, Des Moines *Register and Leader*, Davenport *Times*, Burlington *Hawk-Eye*, Ottumwa *Courier*, Clinton *Advertiser*, Dubuque *Telegraph-Herald*, Cedar Rapids *Republican*, Sioux City *Journal*.

Each of the ads is a definite exposition of some advantage of the Southwest, instead of a general argument such as is usually printed when a railroad tries to cover an entire section in one advertisement. Some of the ads directed to farmers dealt with the following subjects: Wheat and oats, with yield per acre and information showing that the warm climate does not preclude growing of these crops; fruit growing, naming the various apples, pears, peaches, cherries, etc., that may be grown and the average yield; cattle-raising, hogs, sheep, etc., with remarks on advantages of climate and enumeration of forage crops like alfalfa, peanuts, sorghum, Kaffir corn, artichokes, roots and grasses; dairy-farming, showing the long open feeding season (nine months) and figures showing that even in that new country the income from dairy products equals that from wheat; climate, with figures regarding altitude, freedom from malaria and lung troubles; the pecan industry, with figures about the largest pecan orchard in the world, its 11,400 trees and yield of \$15 to \$20 per tree; cantaloupes and watermelons, with prices realized and comparisons with other melon districts; Angora goat-raising in connection with sheep and clearing of land; cotton, with average yield; potatoes, both sweet and Irish; average prices of lands, with description of soils and the return per acre on capital—\$10 land often pays \$40 the first year.

A number of the ads are addressed to young doctors, lawyers, business men and clerks, showing possibilities for establishing one's own practice or business in that new country. Persons familiar with the manufacture of cotton goods, woollens, flour, brick, tile, cans, ice, hardware, harness, barrels, boxes, cotton seed oil, cement, cigars, paper, awnings, etc., are asked to investigate the Southwest's raw materials. Capitalists are directed to the opportunities for water and gas works, electric lighting plants, trolley lines, telephones. Merchants are urged to help in the building of new towns—carpenters, masons, bricklayers, plasterers, plumbers, compositors, firemen, lathers and skilled laborers generally. The opportunities for banking were dealt with in a separate ad, showing how much capital is needed, and the high rates of interest. Even mining and petroleum are the subjects of separate ads, for the country is rich in unexploited coal, oil, gas, stone, salt, iron, copper, tin, lead, zinc, gold, silver, magnesia, barium, antimony, arsenic, calcium, cobalt, manganese, nickel, aluminum, sulphur and asphalt.

THE *Fair of El Paso, Tex.*, recently published in the *El Paso Evening News* what that paper asserts to be the largest ad ever published in one issue of a daily paper by any one firm in the Southwest. It does make a very imposing display—four full pages and two columns announcing a "Manufacturers' Sample Sale and Fall Opening Campaign," full of prices and with a good distribution of attractive cuts.

ADVERTISING EXPRESSION.



POOR POSITION.

PHOTOGRAPHERS' ADS.

DUBUQUE, Iowa, Dec. 2, 1905.

Editor of PRINTERS' INK:

Some months ago, we do not remember exactly the date, we read an article in your magazine stating some good reasons why photographers should advertise.

The article struck us as being a very good suggestion, and we forthwith put

leading photographer in the city, in fact, the leading one in this part of the State, to see its possible advantages.

We made a contract for the holiday season with the understanding that if results were forthcoming in any appreciable amount, that he would continue.

We are enclosing a few samples of the copy that we prepared for him, and wish to state that, while results

Something About Portraits.

When enlarged pictures are mentioned, most people think of the more or less crude black and white clay-on pictures of recent years.

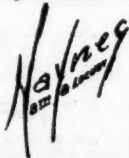
I make a different kind, the kind that I know will please the most critical.

My Van Dyke Water Colors have a warm life like tint which makes it seem as if the picture was all but alive, while my Solon sepias have the rich brown tone that is so highly prized by many people.

My plain Sepias are hard to distinguish from the original photo, except for the size. I can make any style of a portrait you want.

Stop in and see the specimens in my studio, and remember Christmas is coming very fast.

If you want something entirely new see my chalk drawings in natural tints.



My Most Popular Photo Work

Is known as Carbonette Etching.

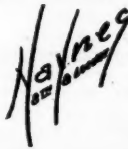
There is more life to this style of picture than there is to the mat surface finish.

It has a darker, deeper and richer appearance.

The etching in the background is original with me and adds 50 per cent to the beauty and finish.

Then in mounting I have done away with paste entirely, using a handsome rough surface mount with four notches cut in it to securely hold the picture which is printed on extra heavy paper. Tissue paper is folded over each picture, to protect it.

A dozen of these at \$3 to \$12, according to size, will make ideal Xmas gifts and let me say that you will be wise to come in now for Xmas pictures as during December I am very much rushed.



it in practice, selecting the best local photographer in our city, and by degrees, got him to the point where he was willing to begin.

It was not an easy task, as there has been a sort of unspoken understanding among the photographers of the city, that they would not advertise, but as we state, we persuaded Mr. J. F. Haynes, who is recognized as being the

were not quite up to our expectations, nevertheless, he is satisfied that with a continuation the business will be very much more productive than it has been in the past.

The signature cut is a fac-simile of the imprint Mr. Haynes uses on his work.

To give you exact figures, the number of sittings for Nov. 1904, were 85,

and our aim was to produce not less than 105 this year. We fell a little short, which was probably owing to

that we secured this contract, largely through a suggestion in your paper, we want to write you our appreciation of

How I Make Photos.

Most any one who has a camera can take a picture of some sort, but when you want a photograph of yourself you naturally want one that will show your features to the very best advantage and that is where the art of the photographer must come in.

I have made a study of faces and features for so long that it takes me but a few minutes to see just what position or pose a person must be in to get the most perfect and satisfactory results.

This has made a great demand for my work.

I can make anything in pictures from the ordinary mat surface finished photo at \$2.50 per dozen up to the finest life size portrait work at \$75, and if you will watch this space I will tell you about some of my specialties. I'll tell something new every three days.

Haynes

8th and Locust

DUBUQUE, IOWA.

Photos Made to Order.

may sound strange, but here is what I mean: you may have some ideas of your own about a particular kind of photo that you want.

Just give me those ideas, and I will work them out for you.

I may also be able to make some suggestions that will help you to get just what you want.

That's why I say photos made to order. I can make any kind you want, can get any desired effect or combination of effects that you want.

It all comes in the way I handle the posing, lighting, finishing and mounting.

I'll tell you something about my mountings on Monday.

Haynes
and a line

DUBUQUE, IA

very inclement weather for part of the month, but the increase was quite gratifying nevertheless.

This may not be of any particular interest to you, but owing to the fact

your magazine in this particular respect.

Yours truly,

DUBUQUE ADVERTISING AGENCY,
A. D. Schiek, Mgr.

NO SIGNS ON SKYSCRAPERS.

Has it ever occurred to any one of the millions of people who have looked upon the forest of skyscrapers grown up and growing on the south end of Manhattan Island, that there is but one building in all the bunch which contains a sign? This is the "Wall Street Exchange," with "National Bank of North America" as a sub-sign, in much smaller letters, a little lower down on

the building. Why don't the other scrapers follow suit? Why don't they utilize their unoccupied fronts, sides and rears with signs for all the earth, the air and the sky to see? Aren't they neglecting a grand opportunity? Why don't all of them put great electric signs about their lofty battlements, and when night came, what a world beating illumination lower New York would present.—*New York Sun*.

APPRECIATIVE.

16 State Street,
BOSTON, Mass., Dec. 12, 1905.
Editor of PRINTERS' INK:
Your letter of the 11th at hand inviting the opinion of publishers as to the desirability of continuing the summaries of advertising which have appeared in PRINTERS' INK.

In my opinion, this has been one of the most valuable and helpful departments instituted by PRINTERS' INK for many years, and personally I should hate to see it discontinued.

The fact that this page has been used so many times in fac-simile and in other ways, in the paid advertising space of other publications, has been its own commentary as to its value, and indirectly has spread the good fame of PRINTERS' INK.

Yours very truly,
"SUBURBAN LIFE."
Frank A. Arnold, General Mgr.

OBJECTS TO THE BEST PART.

224 Atlantic Building,
NORFOLK, Va., Dec. 11, 1905.
Editor of PRINTERS' INK:
I have a suggestion to make that I believe will meet with the approval of your readers, then with yours.

No one appreciates PRINTERS' INK more than I, and it is a matter of regret that my several hundred copies are not in convenient shape for reference, instead of being scattered. I believe the publication would be greatly improved, a good deal more dignified, and vastly more useful, if you adopted the magazine form of having an advertising section, or two, one in front and one in back.

Bound volumes of PRINTERS' INK would be a valuable addition to any library if they could be bound economically and without too much bulk, but the present form is simply prohibitive, and when wanted for reference there is too much matter in the way of advertisements.

Ask your readers for their opinion, and if a goodly number agree with me, give it a trial, we will all promise to read the ads more than we do now, and surely with better grace, for now they cause "bad words" to come in mind, by being in the way.

I am sorry Mr. Rowell's series of interesting stories of his life are about to close. None he will give us something else—"What I know about farming" would cover a few weeks.

Yours,
G. E. BRODRICK.

ANENT THE STRIKE.

NEW YORK, Dec. 7, 1905.
Editor of PRINTERS' INK:
It is probably not news to you to learn that there will be a great compositors' strike in New York on January 1st. We shall not go into details in this letter except to state that our printers are not acceding to the demands of the compositors, and we have decided to stand by them.

We shall close the advertising forms of the February number on December 20th, and the advertising forms of the

March number on December 26th. We believe that we can count on the full co-operation of all advertisers in our endeavor to meet the unusual conditions thrust upon us.

We especially request that copy be sent in for the February number immediately, and where copy is to be repeated for March, kindly give instructions when sending February copy. Our editorial plans for February and March were made so well in advance that they are now as complete as they could be under the most favorable conditions. The February and March issues will be remarkable in an editorial way. Yours very truly,

APPLETON'S BOOKLOVERS MAGAZINE.
NEW YORK, Dec. 8, 1905.

Editor of PRINTERS' INK:

The strike of the compositors is scheduled to commence in New York City on January 1st. It will be impossible to print anything in February *Pearson's* that is not set up and electrotyped before December 31st. We hope that you realize the serious side of this and will co-operate with us to the extent of having your February copy in our hands not later than December 26th. We think this will give us sufficient time to have it set up and electrotyped before the 31st.

Pearson's must be published on time and there will be such a great rush towards the end of the month to close, that we earnestly ask you to let us have your copy at the earliest possible moment, and not later than December 26th, the date already mentioned. Your help in the matter will be greatly appreciated.

Very truly yours,
THE PEARSON PUBLISHING CO.,
Raymond D. Little, Advg. Mgr.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

THE circulation of the *Faleigh Evening Times*, Raleigh, N. C., is nearly 10,000.

IF you wish to sell your publishing business, write FRANK H. KNOX, Albany, N. Y.

SIX trains leave Raleigh every afternoon, carrying the *EVENING TIMES* to all sections by night.

LIQOTYPE WANTED—Publishers having for sale a Linotype Machine will correspond with the Eau Claire Lender, Eau Claire, Wis.

DAILY newspaper ad man—experienced solicitor, writer, successful business developer—open Jan. 1. Want me! "A. B." Printers' Ink.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WE ARE searching for Salesmen, Executive, Clerical and Technical men to fill positions paying \$1000-\$5000. Write for booklet. HAP-GOODS, Suite 511, 509 Broadway, N. Y.

THE Raleigh Evening Times is the only paper between Richmond and Atlanta with the full Associated Press service.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. **FRENCH'S NEWSPAPER MEN'S EXCHANGE**, 303 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopaedia of Every day Information for the Non-Printer Advertising Man, get "Type-writer," 64 pp., one postpaid. Write to **A. S. CARNELL**, 150 Nassau St., N. Y.

EDITOR AND PRINTER, both hustlers, want to lease, privilege of purchase, weekly or daily in live town. No dead ones considered. Address, full particulars, "**BENNETT**," Printers' Ink.

WANTED—Position as Business Manager daily newspaper. Ten years' successful experience getting results. City twenty-five to hundred thousand. Best references. "F. W. F.", 169 Jackson Boulevard, Chicago.

EVERY ADVERTISER and mail-order dealer should read **THE WESTERN MONTHLY**, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. **THE WESTERN MONTHLY**, 316 Grand Ave., Kansas City, Mo.

ADVERTISING MANAGER of largest manufacturing concern of its kind in the world is open to proposition from any extensive advertiser desiring high-grade man. Twenty years' general advertising experience; can meet any requirements in planning and successfully executing large publicity and selling campaigns. Address "**PUBLICITY**" care of Printers' Ink, 19 Spruce Street, New York.

ADWRITERS AND SOLICITORS—You can make \$100 to \$500 a month with a little easy work, a few hours a day, by a new and original plan I have worked out and proved to be a sure winner. It's a square business proposition to business men right in your own town. Write for information—It's money for you.

E. S. EVERETT,
4 Childs Block,
Binghamton, N. Y.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 50 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertiser, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Young man as copy writer in the Advertising Department of a large manufacturing concern in New York City. Must be experienced in preparing ads for Trade Journals, making up printers' copy for catalogues and other printed matter, proof-reading, etc. A good opportunity for a bright, hustling and competent man. Address in own handwriting, stating age, experience and salary required, "**J. M. C.**" care of Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$20 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate file \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. FOWELL Advertising and Business Expert. 1467 Temple Court, New York.

HOW TO MAKE ART PAY.

Sent free to Artists who have difficulty in disposing of their drawings. We make no charge for criticism, and only charge a reasonable commission for our services. Write to-day and send us a sample of your best work.

CO-OPERATIVE ART LEAGUE.

A Clearing House for Artists founded along lines entirely new.

Philadelphia and New York.

Address all correspondence to the Home Office, 444 North American Bldg., PHILA.

THE Raleigh Evening Times has absorbed the Morning Post, of Raleigh. The Times' circulation is now nearly 10,000.

DOUBLEDAY, PAGE & COMPANY, 133 East 16th Street, New York, wish to add to their staff two expert and experienced proof-readers; those who have some knowledge of botany and kindred subjects preferred. These positions will be open the first of January. Only persons willing to work in an open shop desired. Loyalty to employer in return for good treatment expected. Also, a few good compositors and stone men will be needed. The best references required.

Reply by letter only, stating experience and qualifications,
DOUBLEDAY, PAGE & COMPANY.

CLASS PUBLICATIONS.



20,000 Buyers

of \$1,025,000,000 annually!

Hardware, Housefurnishing Goods, etc.

Read every issue of the **Hardware Dealers' Magazine**.

Write for rates. Specimen Copy mailed on request.

255 Broadway, N. Y.

ZINC ETCHINGS.

DEEP LINE CUTS at six cents per square inch STANDARD, 41 Ann St., New York.

TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Casareta, Huylera, Vaseline, Santol, Dr. Charles Fish Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOFFER COMPANY**, 11 Verona Street, Brooklyn, N. Y. The largest maker of **TIN BOXES** outside the Trust.

ADDRESSING.

ENVELOPES addressed for 75c. per M., wrap 50c. each, from your own list. We sell the Standard Auto Addresser. Write us. **R. F. JOLINE & CO.**, 123 Liberty St., N. Y.

POSTAGE STAMPS.

3 OFF, unused U. S. c. o. d. **R. E. ORSER**, broker, R. 6, 94 Dearborn St., Chicago, Ill.

COIN CARDS.

\$3 PER 1,000. Less for more any printing.
THE COIN WRAPPER CO., Detroit, Mich.

ADVERTISEMENT CONSTRUCTORS.

13 ADS FOR \$2.

Think of it—13 good business-getting ads; enough for a month. Send me \$2 and tell me your line. CHESSUM, Brantford, Canada.

WHAT IS YOUR TARGET?
At what class do you aim your advertising? Have you a monopoly so absolutely "air-tight" that most any old stuff is good enough for those who must come to you anyhow?

If that is your blissful situation you certainly have no use for me. But (and here is where I "butt into the game") you may have lots of "warm" competition—some of it extra keen (I've known such cases)—and then, what? Why then, when you send out an ink and paper "salesman" through the mails, you must see that his "get up" and talk do not discount that extra excellence you claim for your stuff. I work only for people unwilling to pay postage merely to fatten waste-paper baskets with that "costliest" of all printed matter—I, e., the "cheap-enough" to-be-thrown-away-on-sight kind. Possibly you might be interested in some of the "things" I have built for those waste-basket "follies." A letter suggestive of possible business will receive my prompt attention.

No. 37. FRANCIS I. MAULE, 402 Sansom St., Phila

FOR SALE.

COUNTY-SEAT Weekly Newspaper. Fine climate and business. BOX "Y," Mountain View, California.

\$5,000 SECURES control of monthly magazine that will stand full investigation. Party able to devote part of time preferred. Address "D," Printers' Ink.

\$450 WILL purchase a Stonemets folder, with insert attachment; folds seven-column 4, 6, 8, 10, 12 page newspaper at 3,000 per hour. CONNER, PONDLER & CO., 56 Beekman Street, New York City.

SOUTHERN daily, without competition, in fast-growing city and section. Owners' statements show a business of \$15,000 to \$20,000 yearly, with yearly return for time and investment of \$2,500. Offered at \$13,500; \$7,500 cash, balance deferred.

Proposition No. 111.

C. M. PALMER, Newspaper Broker,
277 Broadway, New York.
116 Dearborn St., Chicago.

FOR SALE—An up-to-date

Printing and Binding Business

in one of the most progressive cities of Canada. Established 1891. An excellent opportunity for securing a live, go ahead business. Will stand closest investigation. Offered at fair valuation for personal reasons. Capital required, about \$35,000. Address "W," Printers' Ink.

Financial Review, at Washington, D. C., For Sale.

The American Security & Trust Company, of Washington, D. C., announce for sale the FINANCIAL REVIEW, owned and published by that company. The journal is in its 15th year, popular, and a valuable asset for any publisher wanting to establish a banking or financial journal at the Capital of the Nation.

Washington is an important and rapidly growing financial center, and the gateway to the prosperous South. No competition.

For particulars address

FINANCIAL REVIEW, Washington, D. C.

DUPLICATING DEVICES.

DUPPLICATORS—The "Modern" Duplicator costs \$2.75 to \$6.75, according to size. The NEW (Clay Process) method of Duplicating—or Printing Letters, Price Lists, Circulars, Quotations, etc. 100 perfect copies from each writing (pen or typewriting). Write for descriptive booklet. DURKINS, REEVES & CO., Pittsburg, Pa.

PATENTS.

PATENTS that PROTECT.

Our 8 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Estab. 1869.

MAIL ORDER.

DE HUISVRIEND; mail-order journal; through 8 States; 7c. single line. Grand Rapids, Mich.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 709 Oakland Bank Building, Chicago.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters, "Small Quantities at Small Prices," 100, 50c.; 200, 85c.; 500, \$1.25; 500, \$1.95, prepaid. Write for booklet and specimens. HOPKINS CO., 1 E. 43d St., N. Y.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

HALF-TONES.

GOOD half-tone for either the newspaper or job department. STANDARD, 61 Ann Street, New York.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, 51c.; 4x6, \$1.00. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 315, Philadelphia, Pa.

TRADE JOURNALS.

"**REAL ESTATE**," Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 173 Vermont St., Buffalo, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

WOMAN'S paper of fine appearance and standing, can be bought right. Circulation approximately 250,000. Gross business about \$120,000. Complete plant valued at \$75,000. Buyer should have \$40,000 cash in addition to working capital.

EMERSON F. HARRIS,
Broker in Publishing Property,
353 Broadway, New York.

ADVERTISING MEDIA.

THE EVANGEL.

Scranton, Pa.
Thirteenth year; 50c. a line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

TROY, Ohio, has 6,000 people; 4,000 more live on its six rural routes. The **RECORD**, only daily, reaches 7,000 of them. Minimum rate, 4c. inch. net, plates; typesetting, 5c. inch.

THE "ADVERTISERS' GUIDE."

"Honest Stanley Day":

"Honest" to the last, I see!
As I myself "suspended" about two years ago and came to Philadelphia with no longer any interest in advertising, I had lost track of the **Guide**, although I often think of you.

Very sincerely yours, T. S. BURN.

"**TEXAS** is the garden spot of the world."—President Roosevelt.
In it are thousands of prosperous retail merchants who read

THE RETAIL MERCHANT, published at Dallas. Advertising rates reasonable; advance Jan. 1. Last call: Do you want in at the old rates? Write **THE RETAIL MERCHANT**, Dallas.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY**, Bittenhouse Bldg., Phila.

SUPPLIES.

Merchants not using our handsome **PRICE CARDS** are missing a great help. Send for samples. **Biddle P. C. Co.**, 1010 Cherry St., Phila.

WALL CALENDARS FULL LINE at reasonable prices. Send for catalog. **LOUIS FINK & SONS**, Fifth St., above Chestnut, Phila.

NOTE HEADINGS of Bond Paper, 5½x2½ inches, with envelopes (paid p.) 100 for 50c.; 500 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples. **MERIT PRESS**, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

BERNARD'S Cold Water Paste is in dry powder form, mixes by adding cold water; no dirt, no odor, no waste, will not stain. Best paste made. Sample package free. **BERNARD'S AGENCY**, Tribune Building, Chicago.

PLEASE don't write us if you are accustomed to pay high prices for your advertising. We only deal with sensible people. No time to waste on spendthrifts.

THE SAULNIER CO., New York (R).

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We are addressing at low rates. **WALLACE & CO.**, 29 Murray St., New York, 1210 Pontiac Bldg., 536 Dearborn St., Chicago, Ill.

PREMIUMS

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 34th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

ELECTROTYPERS.

We make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CRIDER**, 45 Rose St., New York.

ADDRESSES FOR SALE.

LIST of Names—Every nurse, doctor, dentist and druggist in California—over 3,000. Send \$2.50 for complete, live list. **MYSELL-ROLLINS CO.**, 22 Clay St., San Francisco.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. **U. S. SOUVENIR POST CARD CO.**, 1140 Broadway, N. Y.

ADVERTISING AGENCIES.

D. A. O'BORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

CURTIS-NEWMAN CO. Established 1885. Los Angeles, California. U. S. A. Newspaper, magazine, trade paper advertising.

THE H. L. IRELAND ADVERTISING AGENCY. Write for particulars of the Ireland Service. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General advertising agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

It is surprising how much can be done in Canada with a few papers well chosen and used to best advantage. We solicit correspondence. **THE DESBARATS ADVERTISING AGENCY**, Ltd., Montreal.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 5% com. 3 samples, 10c. **J. C. KENYON**, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. **ST. LOUIS BUTTON CO.**, St. Louis, Mo.

CALENDAR & THERMOMETER COMBINED—Printed in colors; a cheap and effective adv. \$6 per 100; sample, 10c. stamps. **LARGE & RIKER**, 233 Richardson St., Brooklyn.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

LOFTIS SYSTEM
DIAMONDS
ON CREDIT
For Christmas Presents

Why give a cheap, ordinary Present, when, with five or ten dollars for first payment you can give a beautiful Diamond Ring or High Grade Watch.

The Famous Loftis System enables you to do this. Write for details. Our Big Christmas Catalogue is a veritable Gold Mine of beautiful Christmas Gift Suggestions, with its aid you can select appropriate Presents for both young and old, 1,000 handsome illustrations. Write today for a copy. Don't delay, write to-day.

LOFTIS
BROS. & CO. ESTD 1870

Diamond Cutters
Watchmakers
Dept. F 178
93 State St., Chicago

DISTRIBUTING.

DISTRIBUTING in the Southern States produces results that are entirely satisfactory to advertisers who place their contracts with the Bernard Agency. Write CHAS. BERNARD, 1516 Tribune Building, Chicago.

COIN MAILER.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

We print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

PAPEE.

B BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high grade catalogues.

ADWRITING.

It doesn't supplant the book, but it does give needed information that you always use.

There isn't a part of The Advertiser's Rule but what is of practical value. On both sides there are type measures, adwriting instructions, type information, proof-reader's marks, etc., that you have spent considerable time hunting up for each ad. Now you have it ready for instant use. Just what you have been looking for.

By mail 50 cents. Send for folder.

L. ROMMEL, JR.,

61d Merchant St., Newark, N. J.

Type Free DELIVERY

The Connecticut Type Foundry, Meriden, Conn., U. S. A., introduced NICKEL ALLOY TYPE in 1883. It is BETTER type. Sold as cheap as any and DELIVERED FREE. Express paid. Write for Specimen Book of new and up-to-date faces.

Sharing the Honors.

Office of THE DEMOCRAT,
WAUKON, Iowa, Dec. 7th, 1905.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—We enclose draft for \$2.75 for a 50-lb. keg of news ink of the same excellent quality sent us in past years by you.

Very truly, EDGAR F. MEDARY.

Enclosed with Mr. Medary's order was a copy of a testimonial from the Southern Pacific Railway complimenting him on the attractive printing of his paper, and written on the bottom of the slip was the following: "*Jonson's ink brought out the cuts in fine shape.*" Start the new year right by sending for a copy of my sample book and price list, and make a comparison with those issued by my competitors, Money back when goods are not found up to the highest standard of quality.

ADDRESS

PRINTERS INK JONSON,
17 Spruce Street, New York.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The best thing about a gun is the gun itself. When a boy gets the gun fever he is not interested in pictures of forests, valleys and mountains. What he wants to see and hear about is the gun, and this fact is so obvious that it is somewhat remarkable that so many advertisers of guns should think it necessary to lug in a few square miles of scenery as an adjunct to their publicity. In the advertisement of the King Air

An advertisement like that of the South Bend Watch Company is always interesting. It shows, or purports to show, a watch

The KING AIR RIFLE



No. 2

hanging in boiling water. It is a well-known fact that adjusting a watch so that it will keep accurate time in all changes of temperature

KING AIR RIFLE

Gives a boy an air of manliness and power, makes him alert, self-confident, resolute. It starts in a natural way the training which in later years will make him a leader in the business world.

Made of polished steel with black Walnut stock. Rocky Mountain front sight, rear peep sight, all parts interchangeable. Shoots 11 B shot and darts. Single shot \$1.00, Repeating \$1.25.

Buy a "King" and save trouble. If dealer cannot supply, we send prepaid on receipt of price. Let us send you a neat little book, telling about all our rifles.

THE MARKHAM AIR RIFLE CO.
Plymouth, Mich., U. S. A.
Largest Air Rifle Factory in the World.

No. 1

Rifle, marked No. 1, the intention was good, as the picture of the gun occupies the entire length of the page. We also have two boys in connection with the inevitable scenery. The method of treatment, however, is unfortunate, as the gun fades away into the half-tone of the illustration and Young America gets no show at all. Number two remedies these faults—shows the gun as it should be shown, introduces one sizeable boy and strongly displays the name of the article advertised.

Will The Watch You Carry Stand a Test Like This?

A South Bend Watch Keeps Perfect Time in a Boiling Temperature

There is nothing that a watch is asked to do more than to keep perfect time in a boiling temperature. The only way to test a watch is to put it in a boiling temperature and see if it keeps perfect time.



SOUTH BEND WATCH CO. Des Moines, IOWA

is a difficult matter, and the story told by this particular advertisement is, therefore, very interesting to every person who knows how to value a good watch. It suffers from the reduction neces-

sary to show it in PRINTERS' INK, but it is well worth looking up in the magazines and reading carefully. An explanation of what is done in a factory of any kind makes interesting reading and valuable advertising, and results would be more satisfactory if more advertisers appreciated that fact.

A man who prides himself on his eyesight was able to discover in the original of this Acme School of Drawing advertisement the fact that a course is commercial designing and lettering was one of the chief features to which attention is called. The Acme School of Drawing may be everything that it might, should or could be in other respects, but it would do well to eliminate its course in commercial designing, as its own advertisement shows that it has not yet mastered the first principles of that branch of art. This is one of the poorest

Probably few people will ever analyze it to that extent, as even in the larger size in which it originally appeared, it was almost impossible to read it.

This Bausch & Lomb optical advertisement is, perhaps, not so strong as some which that com-

You Can Earn

a better salary as a completed artist than in any other profession and it does not take you long to learn.

There is constantly growing demand for artists who have actual license. We develop original and artistic talent in our pupils. Anyone can learn to draw by becoming a pupil of the Acme School of Drawing.

Our methods are original and clear and give the student a sound idea. Guaranteed, classes are held in New York City and other cities. After study in planning your business, and your own artistic growth.

We offer students the opportunity to work in the Commercial Designing and Lettering.

Newspaper, Magazine and Book Illustrating.

Calligraphy, Cartoon and Comic Drawing.

Mechanical Drawing, Architectural Drawing.

Short Hand and Penmanship.

A Special Course for Teachers.

Secure any copy of McGraw-Hill's "Everybody's Career" or "How to Succeed in Business" and count the number of advertisements used in illustrating the advertising pages; does "get busy" and "get it right" a publisher that is not only pleasant, but very profitable.

Do not delay. Write us today for full information concerning the money you want to make.

ACME SCHOOL OF DRAWING, 259 Canal Block, KALAMAZOO, MICH.

BIG MONEY

pieces of display in the December magazines. It seems as if anybody, who knows anything about advertising, must grasp the fact that this ad defeats its own purpose as it claims to do something which those responsible for it evidently do not know how to do.



Bausch & Lomb
PLASTIGMAT

Is the lens of speed, quality and practical results. Whether you make pictures for pleasure or profit you want a lens that will get results under unfavorable as well as favorable conditions. Plastigmat is that lens and you can have it on any make of camera if you specify "Plastigmat" when ordering of the dealer. Our illustrated catalogue tells about all our lenses for all purposes. 1 2 3 4 5 6

BAUSCH & LOMB OPTICAL CO.
Rochester, N.Y. New York. San Francisco.
Boston. Washington. Chicago.

pany has used in the past, but it is well worthy of commendation. The illustration does not mean anything in particular, but the figures are strong and striking and are sure to attract attention to the advertisement. Undoubtedly the cut of the lens at the top will convey a meaning to those interested in photography. If it does not it might better had been omitted and given more space to the really strong and effective part of the advertisement.

THE American Queen, a monthly magazine for women published in New York City, is advertising as a premium a lithograph entitled "A Yard of Beauty," consisting of twelve ideal heads of women of different nationalities. In their advertisements the publishers make the following claims for this picture: 1. That it is the world's most beautiful painting. 2. That no painting ever created a greater sensation or won the admiration of a greater multitude. 3. That lovers of true art as well as the most callous of critics unite in pronouncing it the most beautiful picture ever painted. The same advertisement states that The American Queen is a magazine of fiction.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Of course you'll keep open evenings, beginning at least a week before Christmas, and say something about it in your ads and windows. And, when it gets a little too late to talk about early buying, you will still get a "step lively, please" note in each ad, but will also emphasize the fact that because of your large stock, the fact that you deal in useful things and therefore do not have to buy sparingly for your Christmas trade, or for some other good reason, there will still be a wide choice of desirable gift things right up to the last minute.

You Don't Often See So Good An Ad For This Line. From the Washington (N. J.) Star.

"The Proof of the Pudding is in the Eating."

If it were not a fact that no larger, worthier or lower priced stock of wagons, sleighs, harness, blankets and other horse toggerly than ours exists in this section of New Jersey, we'd not do the extensive business that we do. In this connection let us suggest to people owning horses that they make their wives, sons, daughters or themselves a present of a new sleigh, or new set of harness, new strap of bells, or new fur or plush lap robe. Even the horses should not be forgotten at this joyous season. They'll be grateful for a nice, big, warm blanket. They can't tell you so but they'll show it. Anyway, blankets are cheaper than oats, if you don't keep your horses warm they'll require more food.

You'll get satisfaction if you buy here, for we've got the goods and we'll not be undersold.

BUTTERWICK & SMITH,
Asbury, New Jersey.

Assortments of 25c., 50c., and \$1 Articles Conspicuously Displayed Will Very Materially Increase Sales Between Now and Christmas.

The Center of Attraction

are the 25c., 50c. and \$1 tables.

If you only want to spend a small amount—25c. or 50c.—to remember a friend, look over these tables. The things are so arranged that you may have your choice of hundreds of items—China Table Pieces, Vases, Ornaments, Bisque Figures, Sterling Silver Novelties, Celluloid Goods, etc., etc., for 25c. or 50c.

RUDOLF HANAU,

Tel. 138. 48 South Main
Washington, Pa.

A Suggestion Nicely Made in the Detroit (Mich.) Journal, and Likely to Find Wide Acceptance.

A Tasty Desk

lends an air of refinement to the room, in addition to its being one of the most convenient pieces of furniture to be found in any home.

You could scarcely think of anything better or more suitable for a Christmas Gift. We are showing them in all the newest designs and finishes—Golden Oak, Weathered Oak, Bird's-eye Maple, Mahogany Finish and Solid Mahogany. We have them with the closed lid or the open top, fitted with pigeon-holes for papers, and drawers for stationery. There's a wide range of prices—beginning with the juvenile desk at \$3.75.

Others at \$4.50, \$6, \$7.50, \$12.50, \$15 and up to the Solid Mahogany at \$25, \$35, \$50.

See the special bargains in our northeast window.

A. A. GRAY COMPANY,
260-262 Woodward Ave.,
Detroit, Mich.

Here's a Good One For You, Mr. Toy Dealer. A Good Market Ad, From the Norfolk (Va.) Virginian-Pilot.

Christmas Horse Show.

Horses—black, white, bay, sorrel, dapple-gray.

Horses—little and big.

Saddle Horses—all ready for a canter down the nursery boulevard on Christmas morning—from little ones just large enough for a tiny doll at 25c., to a prancing beauty which would certainly take the "Blue Ribbon"—\$10.50.

Rocking horses—from \$3 up.

Horses—with plaid blankets—75c. up.

Horses—attached to harnesses, victorias, road carts or runabouts; drawing milk, ice, coal, hay or grocery wagons. Dashing to a fire, or off with the ambulance which is taking poor dolly, who's just had a sad nursery accident, to the hospital. Many prices.

Horses—with gypsy wagons—from \$1 upward.

Stables—filled with horses—25c. to \$30.

But about the cleverest thing in the whole Christmas Horse Show is the little horse and Strawbridge & Clothier delivery wagon—had these made to order in Germany so as to have them very fine (for you remember our real live horses and big delivery wagons take first prizes at the real Horse Shows—from \$1.50 up.

**STRAWBRIDGE &
CLOTHIER,
Philadelphia, Pa.**

This Small One From the Pittsburgh (Pa.) Dispatch Gained Strength From a Picture of Santa Claus Pointing at the Figure "4 Per Cent."

Not too Early

to think of the Christmas gift for the boy or girl.

A bank book, showing a snug savings account in this strong bank, is a splendid gift.

Will earn 4 per cent annual interest.

**GERMANIA SAVINGS
BANK,
Wood and Diamond Sts.,
Pittsburg, Pa.**

Now for Xmas.

After Thanksgiving and Xmas will be here almost before we know it. Three short weeks in which to plan the cooking, baking, desert and pastry making, and all the other good things which are to adorn your Christmas table and make your hospitality "famous" throughout holiday week.

Lay your plans now.

Some of our patrons have already begun—by having us book their Xmas orders for poultry and "Smithfield" hams. "Smithfield's," you know, are scarce, and the prices high—round Xmas times.

Stocks are at their best—their brightest—and our splendid store organization, which includes our special 'phone and delivery service, is at your disposal.

In our large and varied stocks we're sure to have just what you want, and a call over either 'phone—343—will bring it promptly to your door.

Prices? Always just as low as we can make them without cutting quality.

**THE PURE FOOD
STORE,
Norfolk, Va.**

Very Good In Its Way, But a Few Prices Would Have Helped Some. From the Halifax (N. S.) Daily Echo.

The Christmas Watch

We know of no handsomer present for the son or daughter than one of our elegant time keepers. Add a chain and perhaps a neat charm and you have a Christmas remembrance of permanent value and constant usefulness. If you are not quite sure as to the advisability of selecting a watch—hesitating between a timepiece and something else—come in and let us speak a good word for the watch.

**THOS. C. JOHNSON &
SONS,
The Barrington Street
Jewelers.
Halifax, N. S.**

LANCASTER, Pa.

Editor Ready Made Department:

Here's a "real" talking machine ad. Great as is my prejudice against talking machines, I felt like having one after I had read this ad. I feel sure it must have brought some business to Bard Brothers. May I ask what your opinion is regarding its merits from your point of view?

The hat and optical ads are from the Lancaster *Daily Intelligencer*, and may be interesting enough for comment, or perhaps, reproduction in your Ready-Made column.

The real estate ads are from the same source. I shall be much pleased to have you pass your opinion on these particularly.

I thank you in advance for the courtesy. Yours very truly,

W. M. NIXDORF.

21 W. James St.

The talking machine ad, which occupied twelve and a half inches deep by the full width of the page in the Wheeling, W. Va., *Sunday Register*, is bound to attract attention by its size alone. The headline, "Cheer Up the Home With a Talking Machine," is set in heavy gothic and runs clear across the page. The body of the ad is nicely balanced, being divided into panels, some containing a description of a particular machine, with a cut, and others devoted to arguments under the heads of "To Record Buyers," "A Theater at Home," "Cash Buyers," "To Out-of-the-City Talking Machine Buyers," etc. The ad is too large for reproduction here as a whole, but as each section is complete in itself, and suitable for an independent ad, I am going to slice it up and reproduce it in installments, beginning with this section:

A THEATER AT HOME.

Is novel and practical. It should appeal to every thrifty and saving person. You will do your work better for having spent a pleasant evening, especially if that pleasant evening has been spent by your own fireside. The other members of your home will have had the same enjoyment. Here is a partial programme:

Yankee Grit—March—Military Band; Musical Yankee—vaudeville—Len Spencer; Making Eyes—medley—Xylophone—Benzizer; What You Going to Do When the Rent Comes 'Round—Coom song—Arthur Collins; New Era—overture—Symphony Orchestra; Leader of German Band—

comic duet—Collins & Harlan; Sweet Genevieve—tenor solo—Harlan.

And so on you go through your list of records, trouble and care is laid aside, the older members of the home enjoy the entertainment, and the fact that the younger ones are with them enjoying themselves in a way that is pleasing to the ones that have their welfare at heart.

Xmas Is Coming.

Get in ahead of the holiday rush. Have a Talking Machine put aside. In this way you are sure to get just what you want. Will have lots of time to make a selection of records that will represent the best of all.

Open Every Evening.

BARD BROS.,

Wheeling, W. Va.

The other ads referred to are good, and will be commented on in later installments of this department.

An Excellent Diamond Talk. From the Omaha (Neb.) World-Herald.

Diamonds Are Not Like Anything Else

They never wear out, wear off, get old, have to be repaired or sold for junk. They are the most profitable investment you can make for adornment. What else can you buy and wear and then turn back to the same fellow for cash, less ten per cent? We save you a big per cent on the purchase price, too, and find it makes us lots of diamond business and enough profit to satisfy us also. Let us figure with you on any size or quality. Early Xmas buying will pay you. Watches are Cheap this Year.

T. L. COMBS & CO.,
The Busy Jewelers and Opticians.

Omaha, Neb.

You Can Almost Hear Them "Pop-ping" in Delaware County. A Good Offer From the Muncie (Ind.) Weekly Times.

Get Married in December

Every couple getting married in Delaware county from December 1 to January 1, 1906, we will give free an Iron Bed. Come and get yours.

CLINE & KRAMER,

315 S. Walnut St.,
Muncie, Ind.

A Good "Starter" for a Holiday Book Ad Giving Brief Descriptions and Prices. From the Indianapolis (Ind.) Sentinel.

"Yes, do send me a book for Christmas,—not a book bought from a haberdasher, but a beautiful book, a book to caress, peculiar, distinctive, individual—a book that has first caught your eye and then pleased your fancy, written by an author with a tender whim, all right out of his heart. We will read it together in the gloaming, and when the gathering dusk doth blur the page, we will sit with hearts too full for speech and think it over."—*Dorothy Wordsworth to S. T. Coleridge.*

THE BOBBS-MERRILL
COMPANY,
Indianapolis, Ind.

The Sewing Machine Should Be More Actively and Persuasively Advertised As a Useful Christmas Gift. From the Wilmington (Del.) Evening Journal.

Only Three Weeks Off Christmas

Have you ever realized what a fine present a sewing machine would make? I have all the best makes; 22 styles to select from, and such easy payments that anybody can get one, 100 second-hand machines, \$3 up.

L. M. ROCKEFELLER,
Seventh and Tatnall Sts.,
Both 'Phones. Open Even-
ings.

Wilmington, Del.

From Barnes' Grocery News, a Sprightly Little House Organ Issued Monthly by J. J. Barnes, 1880 Pearl St., Cleveland, O.

New Nuts

Some dealers buy up a quantity of last year's nuts, mix them with a few new nuts, and—cut prices. We are offering only bright new nuts, all imperfect, faulty nuts excluded, as far as we know. We have Almonds, English Walnuts, Pecans, Brazils, Filberts, Hickory Nuts and Native Walnuts. You can depend upon them being right in quality and right in price.

A Happy Thought From the Danbury (Conn.) News.

Let the Phono- graph be the After- Dinner Speaker

When your guests are too full for utterance a few selections on this Matchless entertainer would be very much appreciated, and a never ending source of pleasure to the family in the days to come.

Let us show you we have the finest line in these instruments and largest selection of record ever shown in this city. Come in and hear a few records.

You are always welcome here.

LEWIS PHONOGRAPH
STORE,
266 Main Street,
Danbury, Conn.

A Timely and Attractive Offer of Credit. From the Harrisburg (Pa.) Star-Independent.

Prepare for Xmas.

This credit store's plan will help you.

This is the season when credit becomes a necessity; and when this store's liberal plan is open to you there is no need of worry. The things we offer are the practical and useful things, and we don't ask you to pay until after Christmas; then a little each week or month will do. We'll give you the best styles and qualities and all the credit you want without a penny of additional cost.

That's a liberal proposition. Think it over.

These are Xmas hints:

Women's Furs \$4 to \$18.
Women's Coats, \$6 to \$24.
Women's Suits, \$10 to \$25.
Men's Suits, \$7 to \$22.
Men's Overcoats, \$7 to \$22.
Boys' Overcoats, \$3 to \$12.

There is not a single assortment of any of these garments but what is new and up-to-date. Most of them came from our own factory, and are extra value.

ASKIN & MARINE,
26 South 3d Street,
Harrisburg, Pa.

Forty Years an Advertising Agent

By GEORGE P. ROWELL

A DELIGHTFUL and instructive book, whose author has for almost half a century been the most conspicuous figure in American advertising affairs. The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force.

THE BOOK contains much of hopeful instruction for young men and women who have made, or expect to make, a knowledge of advertising matters a subject for study or a means of gaining a livelihood. It is supplemented by a comprehensive and exhaustive Index, by means of which every reference to a name, thing, newspaper, book, periodical, advertisement, place, locality, quotation, subject of discussion, incident or anecdote may be turned to without search or delay.

*About 600 pages, 5x8, set in long-primer,
with many halftone portraits. Cloth and gold.*



SPECIAL OFFER

ANYONE remitting THREE DOLLARS between now and January 1, 1906, will receive a copy of the book, carriage paid, and a coupon good for a one year's paid-in-advance subscription to PRINTERS' INK. The price for a yearly subscription to PRINTERS' INK is \$2.00. The coupon is transferable, or it may be applied in extension of present subscriptions.

THIS SPECIAL OFFER IS ONLY GOOD
DURING THE PERIOD ABOVE STATED.

Address, enclosing check for \$3.00, CHARLES J. ZINGG, Manager PRINTERS' INK Publishing Company, 10 Spruce St., New York City.